

Marketing and Public Relations Report

September 2016

2017 Singing Valentines [new]

2017 Valentines Day is Tuesday, February 14, the week before Presidents' Day weekend. At this time, current ticketing ordering solutions may not work with the appointment-style structure of Singing Valentines. The previous Formstack solution should be planned in the event another solution cannot be completed before January 1, 2017.

Valentines Flyers should be ready for distribution by October 1, 2017, pending pricing or policy changes. At the March 12, 2016 Board meeting, Sean and Dave Morley volunteered to talk to florists about jointly selling Valentines and flowers next year.

Eventbrite Reduced Rate [new]

The Society announced that they have secured reduced rates for **Eventbrite** for ticket sales. The reduced rate is a per ticket fee of 1.5% + \$0.99 (Standard pricing is 2.5% + \$0.99; Nonprofit fee is 2.0% + \$0.99). This is a sales commission fee and does not include payment processing. Eventbrite can process the payment at 3.00 percent of ticket price, or send the transaction less commission fees to **PayPal** for processing at standard rates.

Using the 2016 Dinner Cabaret ticket price of \$28, Eventbrite would keep \$1.41 commission per ticket, and process the payment for an additional \$0.84, for a net payment to the chapter of \$25.75 per dinner ticket. Processing the payment through PayPal would keep the \$1.41 commission, but change the processing fee to \$1.07, for a net payment of \$25.52.

The current hosted ticket sales solution, **Attendize**, charges \$0.00 per ticket commission, and sends the full ticket price to PayPal for processing, resulting in a net payment of \$26.89 per ticket.

PayPal standard fees are 2.9% + \$0.30 per transaction. PayPal has reduces fees for Non-Profit Organizations of 2.2% + \$0.30 per transaction. Someone with both chapter PayPal access and appropriate proof of Non-Profit Status can update the PayPal account at <https://www.paypal.com/charities/>

Ticket Price	Commission	Payment Processing	Income	Solution
\$28.00	\$1.41	\$0.84	\$25.75	Eventbrite
\$28.00	\$1.41	\$1.07	\$25.52	Eventbrite + PayPal
\$28.00	\$0.00	\$1.11	\$26.89	Attendize + PayPal
\$28.00	\$0.00	\$0.92	\$27.08	Attendize + NPO PayPal

For their commission, Eventbrite will include our show on their list of events. Whether this is a good value or not is

unknown. Perhaps for the Spring Show, we can use both tickets.barbershop-harmony.org and Eventbrite to perform A/B testing.

Eventbrite has no fees for free events, like the Free Voice Lessons. For the past FVL, we used **Freshtix** as the ticket provider. Attendize is a hosted solution emulating Freshtix. With Eventbrite, the event can be structured in that the commission is paid by the patron instead of the performer.

Future Recruitment Proposals [continuing]

No new actions.

"Independence Day" Pancake Breakfast

Church Choir Summer Substitute

Audition Day

2017 Spring Show [continuing]

A date and a venue have been confirmed and has been sent to the District for calendar approval.

2016 Fall Cabaret [continuing]

Flyers and ordering have been created and are active. They have been linked from the Chapter Facebook page and the chapter web page.

The ticketing solution for the 2016 Cabaret has no additional fees, other than the PayPal charges. PayPal charges can be reduced by filing for non-profit status.

Print Media [continuing]

Community newspapers have been collected and culling of contact, calendar, and other information has started but is not yet in a position to begin marketing efforts.

Web Properties Update [continuing]

Barbershop-Harmony.org [continuing]

The hosted ticketing solution, Attendize, has been installed on our server and is accessible at <https://tickets.barbershop-harmony.org/o/1/the-peninsulaire> to sell tickets to our events. This service interfaces with PayPal for payment processing and charges no commissions.

The site has been updated with information about our Cabaret shows.

FreeVoiceLessons.net [continuing]

No new actions.

<https://www.Facebook.com/Peninsulaires/> [continuing]

Events and postings have been updated to reflect the Fall Cabaret. Ticket purchases are linked directly from the Facebook site.

Friends of the Peninsulaires Email List [continuing]

The Friends of the Peninsulaires email list will be transitioned to announce Ticketing for the Fall Cabaret. The holdup with transitioning is keeping the original subscriber origin information intact.

Peninsulaires Platinum Jubilee [continuing]

Friday, November 9, 2018, the Peninsula Chapter turns 70 years old. No events are currently planned this far in advance, but this date should be kept in mind for the 2018 Fall Ice Cream Social and Cabaret and tie-ins.

The Diamond Jubilee will be Thursday, November 9, 2023, and the Centennial Jubilee is Monday, November 9, 2048.

Expiration Dates [continuing]

Service	Expiration	Approximate 1 year renewal cost
web hosting	2017-07-14	\$25
FreeVoiceLessons.net	2017-02-19	\$11
Barbershop-Harmony.org	2017-06-25	\$11
ThePeninsulaires.com	2017-06-21	\$11
ThePeninsulaires.org	2017-06-21	\$11
ThePeninsulaires.net	2017-06-21	\$11

Respectfully submitted,

Jeff Harris

2016 VP Marketing and Public Relations

Palo Alto-Mountain View Chapter, SPEBSQSA

Silicon Valley's Barbershop ChorusSM