

Executive Director's Report to the Membership
April 23, 2018

It has been another busy year, filled with the planning and realization of a number of wonderful concerts and community sings, along with the behind-the-scenes office work and meetings that help to make all of this happen.

One of the major accomplishments of this year was migrating our donor records from a very complex (and very large) Excel spreadsheet to an online donor database called Little Green Light. It is now much easier for the staff to track donations, prepare the annual appeal, and run reports that will help us to better reach, and engage, our donors and supporters. We were also able to consolidate our donor list, and mailing list, into a single searchable entity. This was a huge step forward in helping the office, and the organization, to run much more efficiently. A huge thank you to our Administrative Assistant, Kue John Lor, who handled the set-up of the new database and the migration of the data. These sorts of data migrations are almost never easy, but he made it seem absolutely effortless.

Another big focus this year has been on marketing efforts. ChoralArt has engaged photographer Richard Sawyer to capture our rehearsals and concerts so that we can help promote the true "ChoralArt Experience" on our website and through our marketing materials. He has captured a number of stunning and intriguing images from all of our concerts thus far. Also new this year has been the creation of short videos that were used to promote our concerts. These videos have helped to boost our social media presence and have increased the number of clicks and engagements with our e-newsletters.

We have also started collecting data to help determine how people hear about our concerts. One of the top answers for each of our concerts to date has been from members of ChoralArt. Whether it is through word of mouth or social media or through distributing posters to your friends and favorite community bulletin boards, whatever you can do to help promote our concerts is very much appreciated.

As always, it has been a pleasure to hear you sing and to be a part of such a passionate and dedicated group of people. I am very much looking forward to the upcoming season and to more beautiful music.

Respectfully submitted,

Brooke Hubner
Executive Director