



2022

**Member Engagement
Campaign**

Marcus Chapman

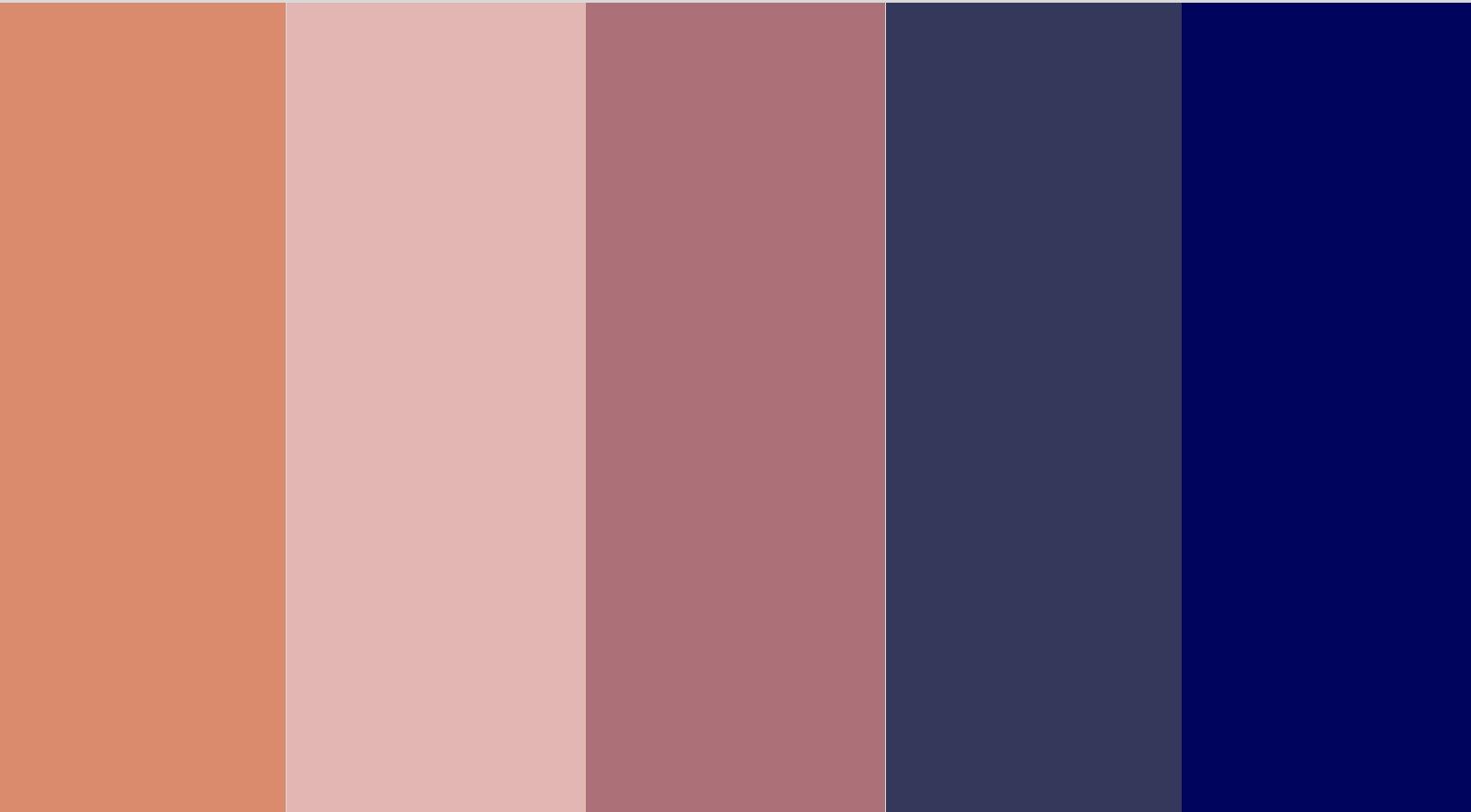


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"Artistic Resolutions"

Dec. 28th, 2021 – Jan. 31st, 2022

During part 1, our primary task is to engage with our current members and collect info on the opportunities they would like provided.



Agenda & Breakdown

Dec. 28th – Launch

- Facebook, Constant Contact, and Website Active

Jan. 10th – Video

- A short promo video explaining the campaign

Jan. 21st – Part 2 Announcement

Jan. 31st – Form Deadline

- Questions Asked -

"In under 3 sentences, what are your primary goals as an artist and/or for your organization?" [Free Response]

"...Directing classes..."

Script Analysis and Concept Creation

Intimacy Direction

Color Conscious vs. Color Blind Casting

Breaking down Gender and Binaryism in casting

Preparing for the American Musical

["Other" Free Response]

"...Tech classes..."

Set Painting Techniques

Prop Building & Techniques

Lighting Design Basics

Incorporating Projections into Set Design

Embracing the Space You Have

"...Admin classes..."

Marketing Campaign Building

Advertising & Fundraising 101

Diversifying Your Season Selection

Enforcing COVID protocols ...

Box Office Management & Organization

Student Outreach & Educational Development

["Other" Free Response]

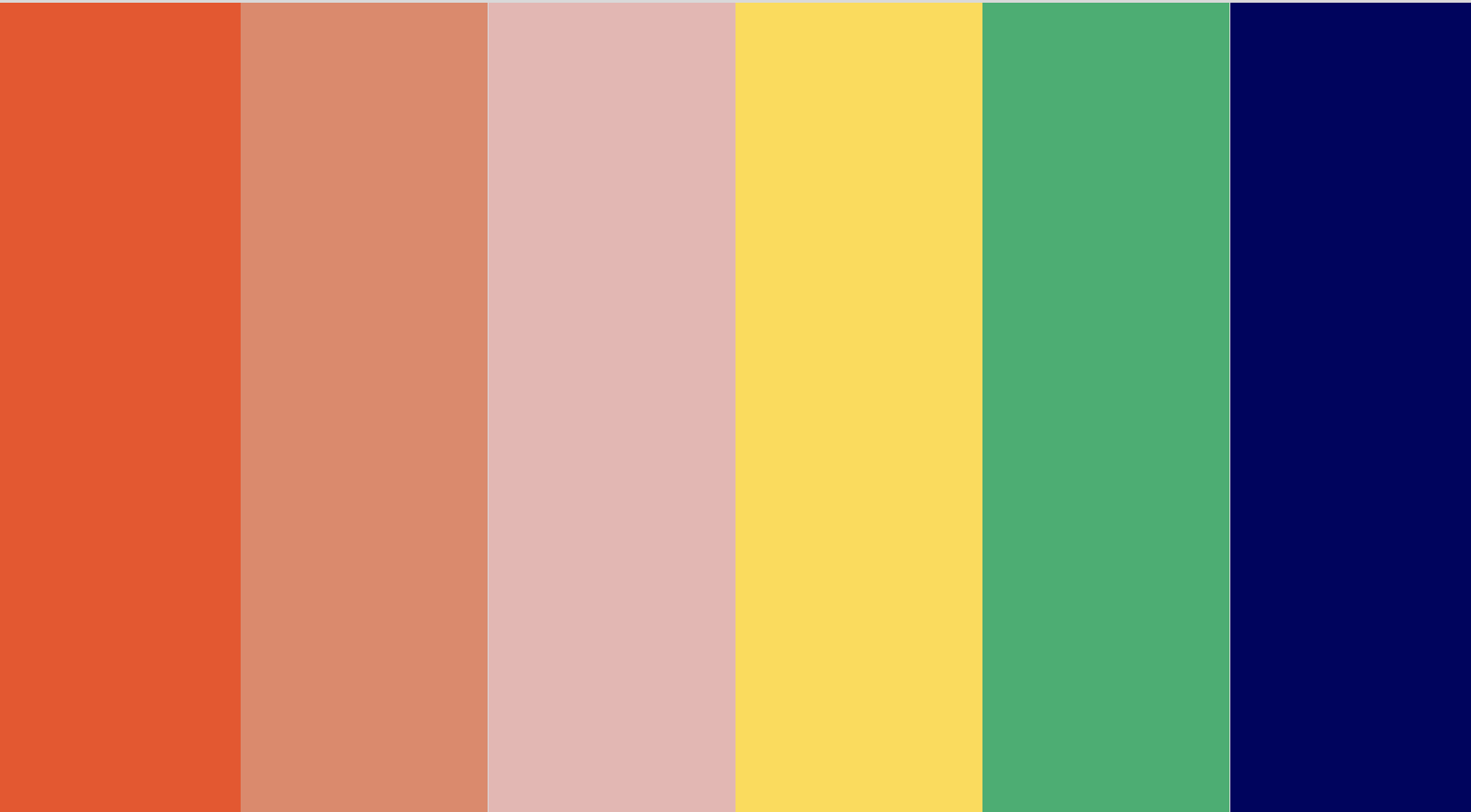
"Other Suggestions" [Free Response]



"Artistic Solutions"

Feb. 1st, 2022 – Nov. 1st, 2022

During part 2, our primary task is to reflect on data collected during part 1 and produce the resources that will help our members thrive.



Agenda & Breakdown

Jan. 31st – Results

- Facebook & Constant Contact
"The Results Are In – Now The Work Begins"

Feb. 3rd – Official Launch

- "The Statistics say most people have already given up on their resolutions... well we're only just starting."

Moving Forward...

- Deliberate on results found and produce product equivalent.

Marketing Details

Primary Fonts:

Title - Dancing Script

Headers, Etc. - Alegreya (Bold)

Body - Poppins Light

Part 1 Color Cues

Orange - #DA8A6D

Faded Light Pink - #E2B7B3

Dull Purple - #AB7078

Faded Blue - #34395B

CTAM Blue - #00045D

Part 2 Color Cues

Blood Orange - #E35831

Orange - #DA8A6D

Faded Light Pink - #E2B7B3

Yellow - #FADB5E

Green - #4DAD73

CTAM Blue - #00045D