

**Arts Council of Fairfax County 2011 Organizational Development Grant Program
Vienna Choral Society
Project Marketing Description (not to exceed 100 words)**

The Vienna Choral Society (VCS) is implementing a strategic communications and marketing plan to attract new members, reach new audiences and community and arts partners, and develop a long-term promotional plan. Recently, VCS hired a communications consultant, website developer, and designer to provide the organization with a fresh, distinctive, and effective electronic online footprint. The updated website, coupled with expanded email services and more traditional public relations activities, will result in more effective outreach and facilitate fundraising opportunities. Funding from the Arts Council will expedite implementation and enable VCS to leverage this social media platform in the 2010-2011 season.

**Arts Council of Fairfax County 2011 Organizational Development Grant Program
Vienna Choral Society Budget Form**

Outline the expenses and income specific to this grant request. This is not your organization's total budget. Describe the expenses and income with as much detail as possible. Please round up or down as appropriate to the nearest \$10.

Organization Name Vienna Choral Society

Project Dates August 2010_to_June 2011

EXPENSES	Applicant	Arts Council	Total Expenses
Personnel			
Administrative staff salary & benefits			
Artistic staff salary & benefits			
Technical/Production staff salary & benefits			
Contract: artistic			
Contract: Online outreach/communications consultant (Project manager)	\$1,200	\$600	\$1,800
Contract: other _Designer and Website developer_____	670	330	\$1,000
<i>Sub-total Personnel</i>	\$1,870	\$ 930	\$2,800
Other			
Rental: rehearsal & performance			
Advertising & Promotions (Letterhead, advertising materials, branded souvenirs)	270	130	\$ 400
Travel			
Other: _ Constant Contact_email service____	240	120	\$ 360
Other: _ Website construction costs, such as hosting, domains etc	130	70	\$ 200
Other: _ Online press kit (\$200), Online marketing campaign (\$200)	270	130	\$ 400
<i>Sub-total Other</i>	\$910	\$450	\$1,360
TOTAL EXPENSES	\$2,780	\$1,380	\$4,160
REVENUES	Applicant		
Earned Income		Do not write in this area.	
Tickets/Admissions	\$1,080		
Contract Services			
Performance Fees			
Other: _Member dues_	\$1,250		
<i>Sub-total Earned</i>	\$2,330		
Contributed/Unearned			
Individuals	300		
Corporations	150		
Foundations			
Federal			
State (VCA and/or line item)			
Local (Arts Council or other)			
<i>Sub-total Contributed/Unearned</i>	450		
TOTAL REVENUES	\$2,780		
TOTAL REVENUES	\$2,780		
GRANT REQUEST	\$1,380		
TOTAL INCOME (must equal TOTAL EXPENSES)	\$4,160		

Arts Council of Fairfax County 2011 Organizational Development Grant Program Vienna Choral Society Budget Narrative

VCS will generate revenue through increased membership, resulting in additional membership dues and ticket sales, and if required, direct donations from individuals and businesses, to fund 2/3 of this project. We are convinced expanding our presence on the web is critical to our sustainability over the long term, and will serve our identified goals and priorities of continued membership growth, increased outreach and collaboration, and expanded fundraising. Although initial funds have been allocated to get the project started, VCS is requesting Arts Council support for a portion of the following:

Online Outreach and Communications Consultant (Project Manager) - \$1,800 – Ms. Baliga was selected by the VCS Board because of her local ties to Vienna; her demonstrated expertise in strategic communications, media, production, and project management – often with non-profit organizations; and her willingness to support VCS with the development and implementation of online outreach and fundraising strategies at a greatly reduced cost. Completed the needs assessment of web site and developed online outreach and communications plan. Will implement, fine tune, and enhance the plans based on online functionality and effectiveness, and assist the VCS Board in developing a long range fundraising plan (VCS does not have the expertise within the organization to develop this plan).

Designer - \$250 – Designer was selected by the VCS board based on website developer's recommendation and the designer's proposed cost. The designer is responsible for creating an original, visually distinctive logo for VCS that will make the organization stand out and be able to leverage its electronic footprint on the Internet and in social media, both of which are critical to the organization's growth and future success. The designer also creates the palate which will inform VCS' website - which is going to be the first engaging and updated impression most people will have of the organization.

Website developer - \$750 – Developer was highly recommended by Ms. Baliga and was selected by the VCS board based on reasonable cost and proposed solution for a new online presence and content management system. The developer will create an easy-to-use, easy-to-update site for VCS to manage. VCS' ability to communicate through the current web site is limited by programming challenges, making it difficult to communicate effectively on the web to cultivate new audiences and stay dynamic and au courant with the public.

Website expenses - \$200 - Yearly costs associated with hosting the redesigned site.

Online email and marketing solution – Constant Contact - \$360 for yearly subscription which will allow VCS to maintain, grow, and leverage its communications to mailing lists of members, donors, audiences, and community partners.

Online press kit - \$200 - An interactive press kit describing VCS with hyperlinks; materials are reproducible on a USB flashstick so they can be replicated as needed and used to generate publicity or do media outreach as needed.

Online marketing campaign - \$200 - Multimedia audio and video clips, produced, finished, mixed, branded to be marketed online through Facebook, Twitter, YouTube and other similar media. We hope it will go viral so that VCS can attract new members and bigger audiences.

Letterhead and souvenirs - \$400 - VCS needs cards, small stickers and bumper stickers so it can be a visible part of the major giveaways and events in its local community such as the seasonal farmer's market, Viva Vienna!, the Vienna Halloween Parade, etc. even if VCS is not actively participating.