

CALLING FOR VOLUNTEERS

2017-2018 LTO Membership Blitz Campaign

Overall Season Membership Drive runs August 1 – October 29, 2017

Membership BLITZ CAMPAIGN: September 1 – September 25th

It is **VERY** easy to sign up:

- Go to our **website** www.littletheatreofowatonna.org and click on the button called **“blitz campaign”**.
- **Email** us at info@littletheatreofowatonna.org
- You can also **call** 507-456-1445 to sign up as well.

We are excited about the 2017-2018 season and want to do all that we can to get the word out on this incredible season. As you all know word of mouth is the best way to get people engaged in theatre, as such we have launched this **word-of-mouth BLITZ campaign**.

The plan is to develop 10 teams of 10 people each – all with a common purpose of sharing the news about Little Theatres new season & to encourage people to take advantage of the member benefits of joining the LTO family. Our goal is to keep the teams to 10 team members or less.

We will assign you to a team, if there is someone that you want to be with on your team, please let us know and we will do our best to accommodate (*but can't make any promises*).

There isn't really anything special for you to do other than remind people that you meet on a daily basis at work, coffee, church, gas station, etc. about this year's LTO Season.

We will provide you with handouts and material to help you out.

To help encourage the teams to get out and spread the word we have established 3 awards for most points. (*points are awarded at various levels depending on if it is a new sign up or a renewal and what level they renew at – this info will be explained on the 28th*)

1. **FIRST PLACE TEAM** – will receive \$400
2. **SECOND PLACE TEAM** – will receive \$200
3. **THIRD PLACE TEAM** – will receive \$100

Through a recent focus group study that we did with some LTO Members we truly learned the value of membership and how that helps to set LTO apart from other community theatres. Our Members are the key to the success of this organization and people like you make all the difference in the world.

Kick off Meeting for Campaign to be held:

August 28th at 7PM @ LTO

This will be a part of the Annual Meeting that same night.

**THANK YOU to all that are participating in the
Blitz Campaign this year for LTO!!**

LTO Marketing Committee & LTO Board of Directors

Limited Commitment:

- This is **ONLY** a **25-day blitz campaign** – it is **QUICK!**
- It will be part of your daily activities
- Only one meeting on the **28th of August**