

2017-2018 LTO Membership Blitz Campaign

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

Membership BLITZ CAMPAIGN: September 1 – September 25th

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**.

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 Season Brochures as well as single sheet handouts.

To help encourage YOU 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)

1. **FIRST PLACE** – will receive \$150
2. **SECOND PLACE** – will receive \$75
3. **THIRD PLACE** – will receive \$50

Points will be given for level of memberships submitted as follows:

- NEW Gold Star membership – 10 pts
- NEW Benefactor membership – 8 pts
- NEW Patron membership – 6 points
- NEW Season or Student membership – 2 points
- Renewing Season or Student membership – 1 point

There will be a spot on our RSVP response form for you to put YOUR name, we will also have a question on the online registration asking if they were referred by someone to join.

We have selected the window of time from September 1st through the 25th so that we have memberships turned in with enough time for us to send out the mailer for the first show.

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.

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

LTO Marketing Committee & LTO Board of Directors