

## Communications Board Report – Val Thorpe June 2021

### GSWA 4<sup>th</sup> Annual Great Swamp Great Music Festival – a hot ticket!

This year, we had no rain but all the heat, and our biggest numbers to date! With approximately 700 people in attendance, we grossed \$51,000 against a budget of \$39,700 for a goal attainment of 128%. The 50/50 raffle was a great addition this year, grossing \$1280. The winner was awarded \$640 and donated \$100 back to GSWA, netting us a total of \$740 to use towards the purchase of kayaks.

The tree-flanked field provided much-needed shade for many festival goers while others braved the sun in the field. Six-plus hours of continuous live music entertained the audience throughout the afternoon as they danced, frequented the vendors, and safely mingled with one-another. Our volunteers did a tremendous job keeping it all moving through registration, parking, the bar area, the GSWA table, backstage, and serving as runners and promoting the 50/50 raffle.

Big thanks to those of you who supported the music festival and were able to help us before, during, and after the event! Special thanks to Wade Kirby for surprising us with a professionally produced, one-minute promotional radio ad played 25 times per week for 2 weeks on WMMR-FM & WMTR-AM. This was surely instrumental in driving large numbers of attendees to the event.

Below is an overview of the past 4 years:

	Gross	Net	Sponsors	Tix online	Tix @ gate	Total Tix	# Attendees
<b>2021</b>	\$ 51,000	\$ 35,500	\$ 31,500	\$ 8,500	\$ 5,400	\$ 13,900	700
<b>2020</b>	\$ 29,500	\$ 15,500	\$ 22,500	\$ 3,100	\$ 1,100	\$ 4,200	200
<b>2019</b>	\$ 47,000	\$ 32,500	\$ 29,000	\$ 3,700	\$ 9,100	\$ 12,800	600
<b>2018</b>	\$ 29,000	\$ 16,000	\$ 19,500	\$ 3,300	\$ 2,500	\$ 5,800	350

### Appeals

**Chairman’s Appeal** – Letters will be mailed to nearly 1,000 homes on Friday, June 18. The theme: GSWA’s 40<sup>th</sup> anniversary. We expect a robust response to this appeal prompting a strong end to our fiscal year.

**Acquisition Mailing** – GSWA has initiated and/or partnered in some big events in the last few months. Through our registration site, we have collected the contact information from: our very successful GSWA Native Plant Sale, the Madison and the Chathams community yard sale (GSWA was the beneficiary of the registration fees totaling over \$1100 – another such event is scheduled for September of this year) the Save Noe Pond initiative, and of course, our recent music festival. Next week, these individuals will receive a letter from us thanking them for their participation and sharing information on who we are and what we do to engage more community members in our mission.

## **GSWA 40<sup>th</sup> Anniversary**

2021 marks Great Swamp Watershed Association's 40<sup>th</sup> year as an association! Our staff members have been busy interviewing key people from GSWA's rich history and collecting important information about the organization from its early beginnings to today. Our spring appeal will focus on 40 accomplishments over 40 years. This is an exciting anniversary. If you have anything you would like to share, please call, or email me ASAP! ([VThorpe@GreatSwamp.org](mailto:VThorpe@GreatSwamp.org) / 908-872-0344.)

**As always... please follow, like, and share us on social media**

Use the links below to join GSWA's social media, then copy/paste the info below and share with your families, friends, and colleagues:

- Facebook: <https://www.facebook.com/GreatSwamp/>
- Instagram: <https://www.instagram.com/greatswampnj/>
- Twitter: <https://twitter.com/Greatswampnj>
- Learn more about GSWA at: [www.GreatSwamp.org](http://www.GreatSwamp.org)