

## Williamsburg Players, Inc. Policy and Procedures Manual

Title: Season Subscription Drive		Number:
		e-file name: seasrpt.wpd
Date	Change Summary	
6/16/98	Initial inclusion in P&P Manual	

(Note, policies are statements or rules, procedures are methods or courses of action.)

### 1. Objectives or Purpose:

This set of policies is designed to guide the development of the Annual Season Subscription Drive.

### 2. Policies or Procedures:

- A. The Season Subscription Drive will be the responsibility of the office of the Treasurer.
- B. The Subscription drive begins with the mailing of the season brochures by the beginning of (opening night) the last show of the current season.
- C. The preparatory work for the season subscription drive is presently handled by the publicity chairman, however currently the treasurer has the responsibility of handling the subscriptions received from this drive and procuring the season passes. This includes:
  - 1) Numbering the patrons and season tickets.
  - 2) Maintaining an accounting of all people, their addresses, their subscription level, and money received (this may include donations which should be reported separately from the subscription money for accounting purposes).
  - 3) Mailing the proper number of the proper passes to persons subscribing. This includes writing the subscriber's name on the back side of the ticket along with the patron level (if other than regular or patron) and mailing them along with a letter currently prepared by the Treasurer explaining policies.
  - 4) Depositing monies received.
  - 5) All addresses of members are given to whomever is maintaining the mailing list, so that database can be updated properly (currently Bob Noonan).

- 6) All patrons' names should be given to whomever is handling the layout of the program for the second and subsequent productions, so the names can be included in the program (currently Ginny Gabriele).
- 7) A list of all persons subscribing should be given to the box office personnel, so if a patron arrives who has "forgotten" his pass, their name can be looked up on the list for verification.
- 8) If the treasurer does not handle the subscription drive, then all monies received must be gotten to the treasurer so deposits may be made and the accounting can be done.

During the beginning of the subscription drive, requests come in at a rate of 30 to 40 a day. It is almost mandatory that the above work be done on a daily basis until the numbers begin to slack off, otherwise it becomes overwhelming. Also requests for season tickets were received as late as December, this year, so this could be considered an ongoing process from August through the end of the year.