

POTOMAC VALLEY WATERCOLORISTS

PATRONS' LIST COORDINATOR

Average hours/month: minimal

PVW maintains two (2) patrons lists for communication with people outside of the organization. These people have previously attended a PVW show, purchased a work of art at a PVW show, or asked to be informed of upcoming PVW events.

The two lists are:

1. Physical addresses
2. Email addresses

The patrons' list coordinator ("coordinator") has the following three (3) major duties:

1. Regularly update the physical and email lists.
 - a. List additions come from:
 - i. Sales receipts from the St. Andrews Show and Sale ("St. Andrews"), Green Spring Gardens show ("GSG"), and other PVW shows. These are provided by the coordinator for the event(s). Sales receipts are returned to the event coordinator and are not to be discarded.
 - ii. Website requests for further information. These are provided by the website/email coordinator and can be done in batches before a show.
 - iii. Names provided by board members or other PVW members.
 - b. List deletions come from:
 - i. Cards which cannot be delivered by USPS. The patrons' list coordinator's name and address are printed on the postcards which are sent to the patrons. Most of the undelivered cards will instead be sent to the coordinator's address. Some cards will be sent to the venue (Green Spring Garden or St. Andrews). The cards sent to the venue can be collected if/when the coordinator attends the event. If sufficient information is provided by the USPS, the physical address can be updated. Once deleted, the returned postcards can be discarded.
 - ii. Labels which are returned by the event coordinator as unlikely to attend due to distance or some other known change in the person's circumstances.
 - iii. Emails which cannot be delivered and "bounce" back because of an incorrect address. Emails which cannot be delivered because the inbox is full do not need to be removed.
 - iv. Requests to be removed from the email list

The patrons' list should be updated a few weeks after the end of the show or after the undelivered cards stop arriving (generally a month after the mailing is sent out).

2. Printing labels for postcards. PVW has traditionally sends postcards to the people on the physical patrons list for the Green Spring Garden and St. Andrews show. Upon request, usually several weeks before the start of the show, the event coordinator will request that labels be printed and delivered to the event coordinator. The patrons' list coordinator will ensure that the labels are printed and delivered by the date requested by the event coordinator. Currently, the labels are printed using an Avery 5260 template.

3. Sending evite announcements and reminders to the email patrons list. The event coordinator will send an evite to the patrons' list coordinator along with a requested schedule for the initial announcement and reminders. The patrons list coordinator will send out the evite according to the schedule as part of an email to entice the audience to attend the PVW event. Email announcements are sent out to all PVW shows. Emails are sent using "bcc".

The patrons' list is currently maintained in a two-tab Excel workbook. Upon completion of an update, the patrons list coordinator will provide a backup copy to the events coordinator, the website coordinator, and other people determined by the board. This is to ensure that a current copy of the list is available in the event that the patrons list coordinator has technical problems or is unable to complete their duties.

The patrons list coordinator needs to have access to printing capabilities in order to prepare the labels for the postcards.

Time commitment for this position: work is done sporadically for this position. The list is usually updated twice a year (after the GSG and St. Andrews shows). The list update takes approximately 3 – 4 hours to complete each time. Printing the labels takes ~30 minute and instructions can be found online. Emails can take up to 15 minutes to compose and send. Receipts for materials (labels and shipping (if necessary)) can be sent to the event coordinator for reimbursement.