

Missouri School for the Deaf Parents' Organization

Board of Advisors Report

February 15, 2013

Christmas Catalog Sales Campaign

As reported in the previous report, the MSDPO put together a Christmas catalog sales campaign. The catalog offered the new short and long sleeve "Sparky" shirt, two new embroidery designs that could be placed on Polo shirts or a fleece scarf, a new "MSD Eagles" Headthreadz non-slip headband, and the "Vintage Eagle" t-shirt. A tally of all sales showed that the campaign earned \$264.51 after expenses were subtracted.

Winter Homecoming 2013

The MSDPO once again had a booth at the Winter Homecoming on January 12, 2013. Offered for sale were a new long sleeve shirt and a hoodie, as well as, the new short and long sleeve "Sparky" shirt. Although attendance at the game was hurt by the weather and the influenza outbreak, sales still beat last year's total by \$178.00. The total earned on the night was \$574.00.

We also sponsored a raffle for a chance to win either a hoodie or a pair of Spirit Fingerz Pom Pom gloves. The price per chance was either \$1.00 or 10 Box Tops. This effort netted an additional \$43.00.

Box Tops

The final Box Tops submission deadline for this school year is March 1, 2013. Currently, we have earned an additional \$63.20 since the end of the first submission period of November 1, 2012. The MSDPO also recently submitted an additional \$63.70 in Box Tops. That brings the total submitted for the 2012-2013 submission period (July 2012 – June 2013) to \$260.00. We have topped our goal of \$250.00 set for this year by Box Tops, and beat the \$215.39 earned during the 2011-2012 submission period.

MSD Zip Hooded Sweatshirt Sales Campaign: Take 2

After the distribution of the sweatshirts from the first sales campaign, the MSDPO began receiving inquiries from individuals wanting to order a sweatshirt. As our supplier required at least 12 orders before the sweatshirts could be produced, the MSDPO began collecting names. Following Winter Homecoming, a total of 14 orders were taken. The total earned from this second effort after expenses was \$48.66. When combined with our first sales campaign, the MSDPO sold a total of 33 sweatshirts and earned \$127.30.

Social Media

The use of social media sites like Facebook and Twitter continue to help with improving communication and increasing awareness of the MSDPO. Besides using them to communicate with parents, staff, alumni, and supporters of MSD, the MSDPO has used social media to market items being offered for sale, and to inform our “friends” of upcoming school events. The recent use of our Facebook site to provide updates from the Central States Schools for the Deaf (CSSD) and Great Plains Schools for the Deaf (GPSD) tournaments was a great success. The MSDPO continues to look for ways to take full advantage of this new media.