



Thank you so much for this.

Such a fine group of artists dedicated to the beauty of the human voice in harmony.



YouTube subscriber

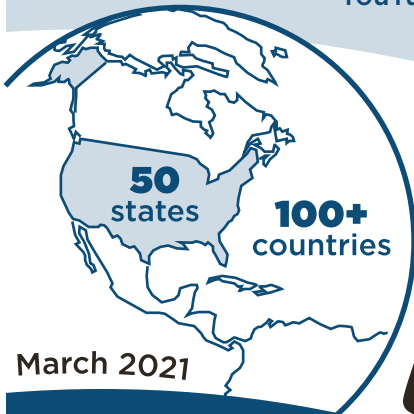


I can't stop watching this performance.

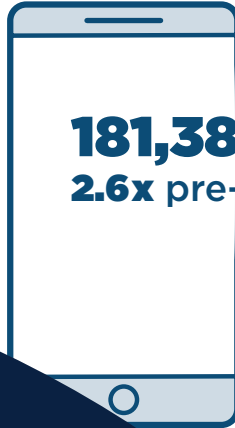
My choir has sung so many of these pieces and I'm missing it so much this year.



Social Media follower



March 2021



181,384 REACH
2.6x pre-COVID



+40%
subscribers

1.2M VIEWS

- 27 new videos
- 6 live mini-concerts
- 3 *Spirited Conversation* interviews

video

+10%
followers

150 posts

social media

261,636 SENT
with higher open rate than previous year

1.9x
previous year



100 emails
x 2700 subscribers

email

March 2020

7x
new donors
than previous
year



individual donors
+85%

donors

QUARANTINE



ATLANTA MASTER CHORALE

WHERE MUSIC CONTINUES TO TOUCH SPIRIT