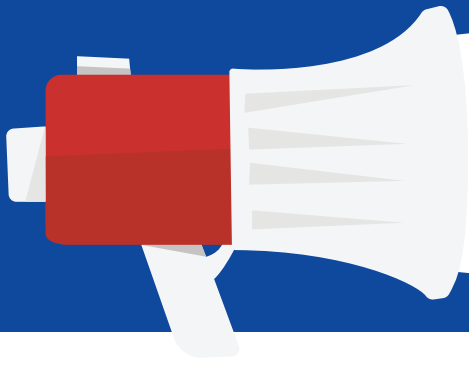


AUG
2022



IFCS
Integrated Family
Community Services



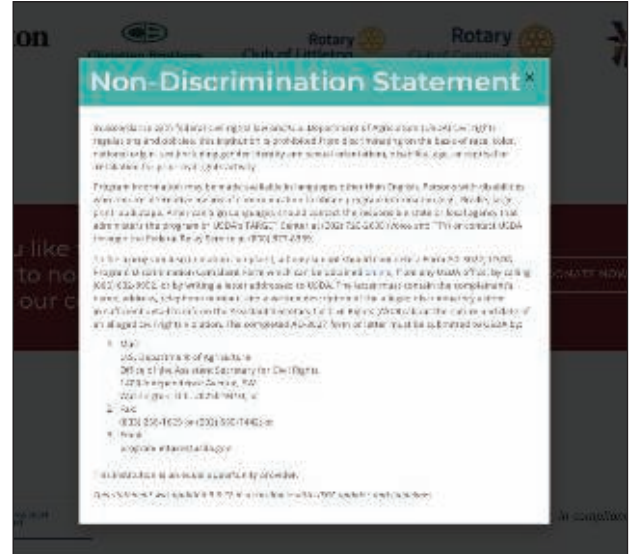
COMMUNICATIONS REPORT

by Donna Wintz

WEBSITE

Website updates over the past month include the following:

- Updated Non-Discrimination Act according to USDA guidelines
- Resolved issue with site forms caused by out of office replies by removing "reply-to email"
- Made edits to Utility Bill Payment information and removed interest form until new grant year begins
- Added Tara's Volunteer Interest Flyer to Volunteer CORE page
- Removed vaccination requirements from Volunteer CORE page after CDC guidelines changed
- We still need a couple new Board photos... 😊



OUTREACH

I utilized some inspiring quotes we've received through our testimonials form, and contacted the submitters to thank them and inform them of this use.



DEVELOPMENTS

To keep up-to-date on opportunities for efficiency and growth:

- Attended a learning session about nonprofit database integration software
- Attended a learning session with Todd about Community Boost services for digital marketing support
- Brainstormed with Todd about the upcoming fiscal year and how we can best strategize our efforts to reach and invite new supporters
- Worked on setting up Ad Manager for IFCS Meta account (ongoing process; working with support)



SOCIAL MEDIA

Posts to Facebook, Instagram, Twitter, LinkedIn, and Google Business Page included:

1. Summer Campaign Posts:
 - BEET post + Parent Appreciation Day
 - KIWI post invite to support + Text to give
 - Market Impact graph showing persistent demand + invite to share about IFCS help
 - Summer activity card + invite to share for chance to win NAS tickets
 - 2021 NAS Auction winners + thanks to donor
 - June donation lbs. sorted + thanks to donors and volunteers
 - OLIVE post + invite: Text to give
 - Volunteer CORE post: kudos to Tara & volunteers
 - Volunteer CORE post: new developments + volunteer quotes + thanks
 - Facebook Fundraisers raised \$1,978 + how to
 - Thanks for partnerships that make IFCS better
 - Volunteer inspirational quote + pic
 - August: Make a Will Month + contact Todd
 - Volunteer CORE post: tripled in a year + tags
 - EGGS post + volunteer kudos
 - Staff inspirational quote + pic
 - LETTUCE post + housing support partners
 - BRAN post + Text to give
2. News: Managing back to school anxiety
3. Tips for surviving inflation: capsule pantry
4. Tips on saving food scraps and money
5. News: TABOR checks coming + ways to give
6. Still time to donate to RSS program
7. Overall effort to like, follow and share posts of partner orgs to foster collaboration across social.

Here are the latest updates on website visitors:

- Graphs show past month (blue) compared to the same dates in 2021 (orange). Still, the new website is not performing as well as the previous website with regard to number of users, but a higher percentage of visitors are from the US.
- Increased pageviews and session duration, with decreased bounce rate show that website users are finding what they came for.
- Google Analytics is upgrading to a new generation, GA4. In coming months, the old Google Analytics will stop tracking, and I'll be finding new data points to track and report on within GA4.

EMAILS

We've had 95 new email subscribers in the past 30 days (as of Aug 29), with 2% list growth overall.

We currently have: **1,021 Program Participant News Subscribers, 3,723 Donor/Volunteer News Subscribers, and 147 Printed News Contacts**

Since our last report, these emails were sent:

1. August 18 - Volunteer/Donor Email: 1. Market use update, 2. Request for Ready, Set, School! success, 2. Volunteer program update and growth, 3. Summer activity card, 4. Request for Text to Give donations, 5. Van refresh request, 6. Quote from Allison
2. August 24 - Program Participant Email: 1. "Cheese the Day" upbeat message, 2. Black beans & corn quesadillas recipe, 3. Summer activity card, 4. Recreation center vouchers, 5. Rental and mortgage assistance resources, 6. Utility bill payment assistance save the date, 7. Quote from participant, 8. Labor Day closure.
3. August 26 - Ready, Set, School! Sponsor thank you and news about upcoming fall programs.

WEBSITE TRAFFIC

