

**PR & Outreach Committee Report
SS Board of Directors Meeting
9 NOV 2010**



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Recent accomplishments:

- 2010 Strategic Communications Plan funding received from Cumberland Community Foundation!
- Feature story in Oct/Nov CityView Magazine—highlighted Green Business Program and Pickin’ on the Porch
- Main focus for committee has been on event promotion; very successful! All media hits obtained at no-cost to the organization other than staff time, which is great!
 - Press coverage for Pickin’ on the Porch exceeded expectations; highlight was 2-page feature in Fay Observer Sunday Living section.
 - Green Living & Design coverage in Paraglide—this was a great article for us and partner Sustainable Ft. Bragg
 - Regional Sustainability Symposium in Pilot—several mentions and they printed an article we wrote as a main feature on Wed., Nov. 3
- Increased online activity with blogs, Facebook, and Twitter—growth trend continues, our name is getting out there and some orgs are following us on a regular basis (Social Sanford, SandhillsDig, the 910411.com, etc.)
- Implemented online calendar on website. This is a big step in the right direction; makes data entry side of maintaining the calendar much easier; goal is to link this calendar to social media outlets so that events only have to be entered once; this is a process, will take more time but I am not giving up!
- Implemented eBlast sign-up form on website. Big accomplishment here; we will start to see this form help board, staff and volunteers get folks to sign up for mailing list; the more we build our database, the better!! We can eventually link this all over so anywhere folks go, they’ll see the green envelope to sign up!

• **Website stats September 2010:**

Total Hits	75,851
Total Files	54,299
Total Pages	13,765
Total Visits	6,499

• **Website stats October 2010:**

Total Hits	70,063
Total Files	51,172
Total Pages	13,814
Total Visits	6,453

- **Website stats 14SEP10-9NOV10:**

	Page/Topic	Pageviews	Unique Pageviews	Avg. Time on Page
1.	Main page from search engines	894	786	00:01:37
2.	Programs	480	372	00:00:42
3.	About Us	438	362	00:01:41
4.	Pickin' on the Porch	436	330	00:02:22
5.	Events Calendar	337	273	00:01:33
6.	Member Communities (CAT)	259	183	00:00:29
7.	Get involved (member, volunteer, donate)	224	170	00:02:15
8.	Home	212	145	00:00:58
9.	Green Business Program	203	166	00:02:05
10.	Awards and Grants	177	169	00:04:39

About our web stats: there has been a significant drop in activity. I attribute this to the fact that our stats went off the charts when we posted the Energy Intern positions and now that buzz has died down. However, the time people spend on our website is reduced which tells me the website needs some work and should be a priority.

- **Facebook:** keeps growing; serving as a great resource for us!
 - 833 fans to date (33% male, 65% female); 56 new fans since last Board report
- **eBlasts:** pretty steady; has been heavy on events
 - 30SEP10 Pickin' on the Porch invite/reminder open rate 22.68%
 - 19OCT10 eBlast open rate 21.96%
 - Most popular links in October eBlast were "October 28th event to feature local food celebrity Joel Salatin!" and "Local home inspectors & contractors can get BPI Certified"
 - 02NOV10 Regional Sustainability Symposium invite/reminder open rate 24.43%

Upcoming projects:

- Pickin' on the Porch photos will be featured in CityView Magazine, December issue.
- We received free ad in Fayetteville Feed magazine, December issue.
- Organizing and updating website is top priority.
- Using marketing/PR elements to assist in fundraising. Need to focus on fundraising webpage NOW; trend in online giving is going up and we can use this to our advantage!
- Working on getting Sustainable Sandhills regional coverage; focus on the organization as a "sustainability expert." Not spending a ton of time on this, but I push out announcements from time to time to get us a feature here and there