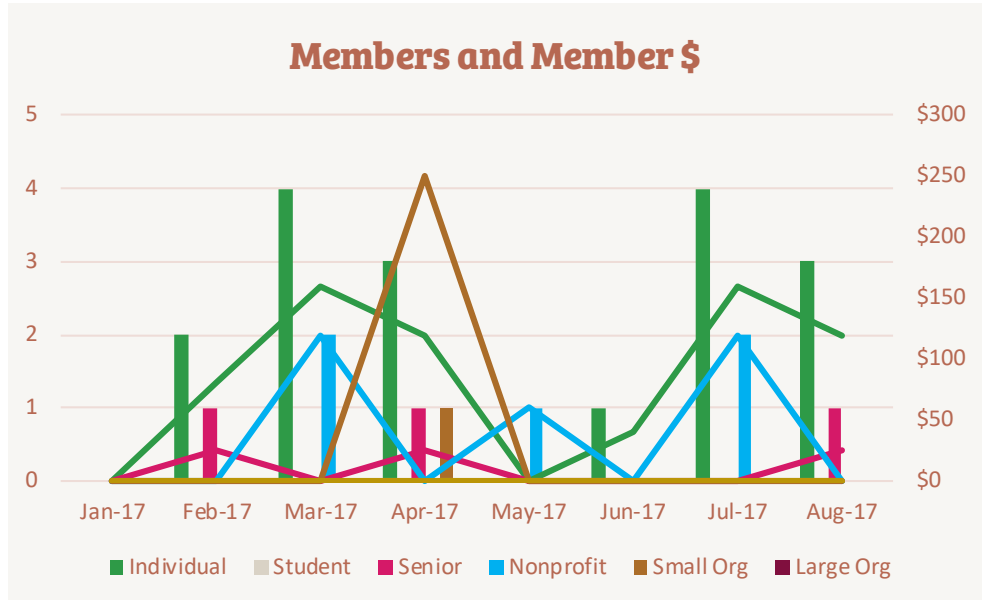


**August 14, 2017**

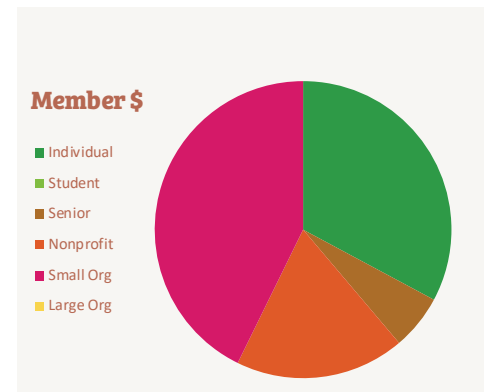
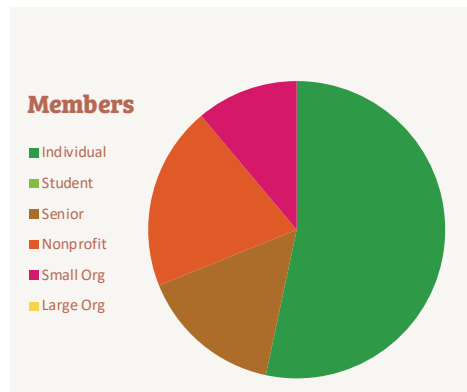
**Notes:**

- Some members renewed for the discount for the conference
- Members are mostly individuals, other nonprofits and seniors
- We have NO student members
- Individuals are retiring and moving to a senior membership



**Membership:**

A few memberships were renewed in the past 2 months, mostly for the conference discount. Our biggest member group are Individuals, followed by nonprofits and seniors.



**August 14, 2017**

**Highlights:**

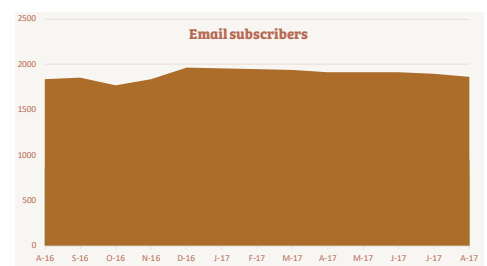
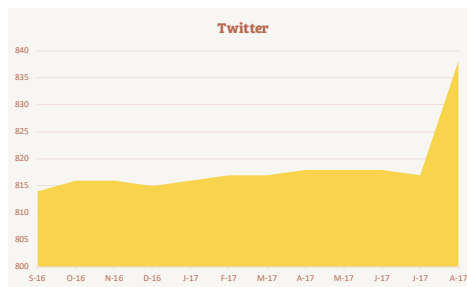
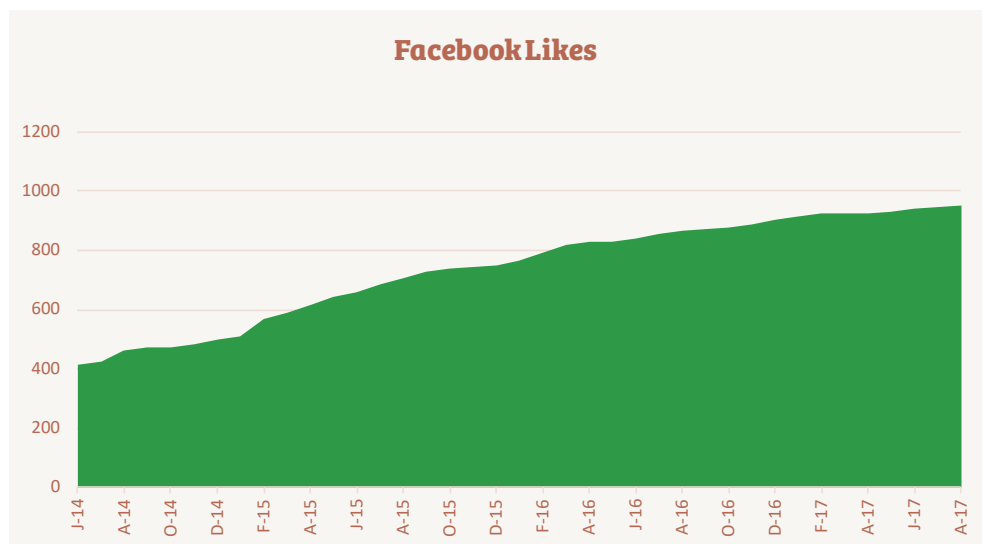
- 4 new flyers on urban forestry benefits are being printed
- 1 poster flyer on the tree deaths in Southern California is being printed
- Pull up banners are also at the printers, including those for most regional councils
- Conference registrations continue to trickle in

**CAUFC Communications Channels**

Facebook continues to grow steadily while both Twitter and our email subscriber numbers have plateaued. Email although, remains the main communication channel.

Water agencies and public works agencies across California were also added to our email service, as a separate list. The blast out to almost 500 water and public works employees across the state for promoting the conference. There was a high bounce rate of over 15% and we may have only had 1 registration as a result, from the 405 delivered emails.

Facebook page likes	953
Twitter	838
Email subscribers	1865



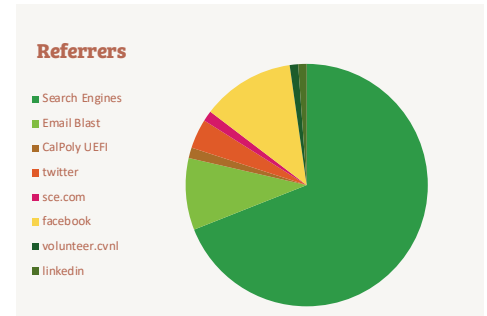
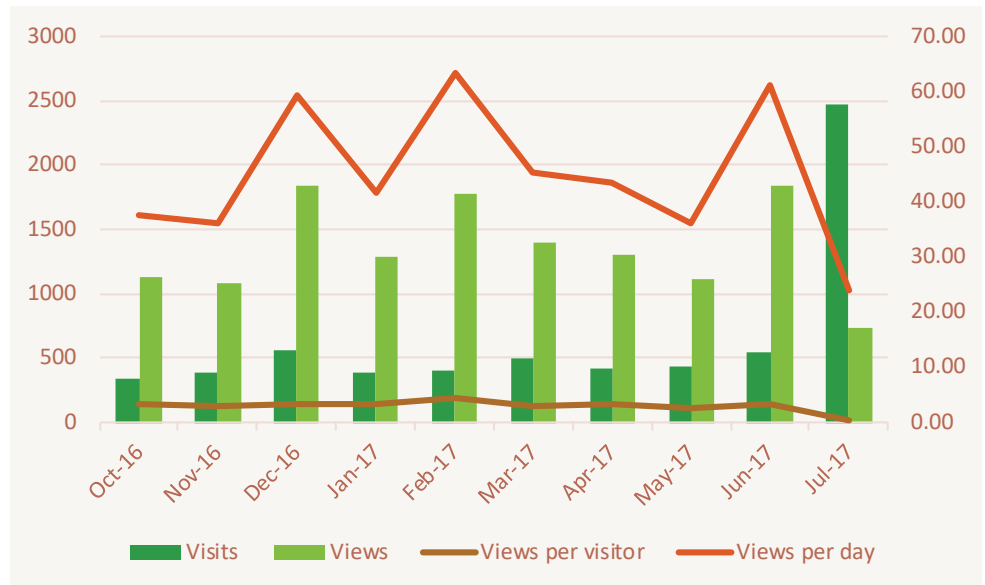
**August 14, 2017**

**Conference registrations:**

All current visits to the website are conference related. People are also arriving by clicking on links from facebook, email blasts and twitter.

**CAUFC Website Views and Visits**

Visits to the website are trending up this month and should reach new highs with the ongoing promotion of the conference.



Statistics for visits between July 31 and August 13 are unavailable as the plugin used for monitoring visits, was causing a conflict with the site and slowing it down.

**August 14, 2017**

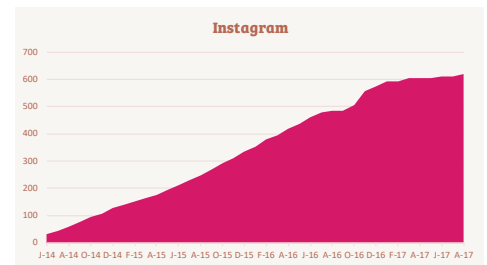
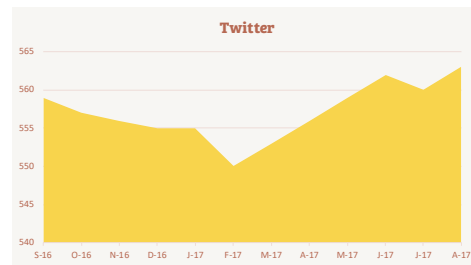
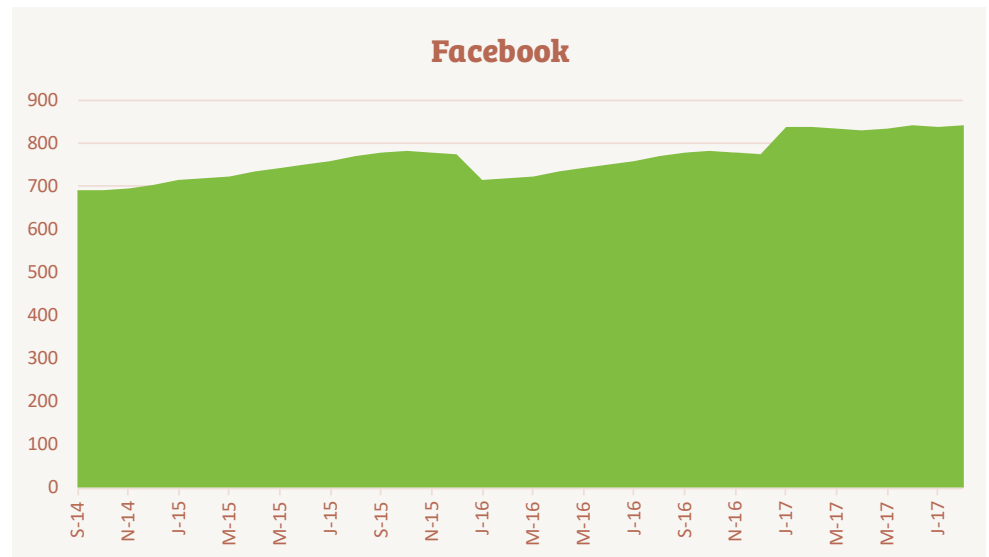
**Highlights:**

- A volunteer wrote two posts for us to use on the IFGU website.

**IFGU Communications Channels**

Facebook and Instagram continues to grow steadily while Twitter has plateaued. Twitter had a slight uptick with the conference.

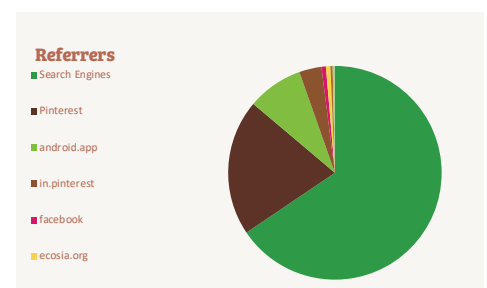
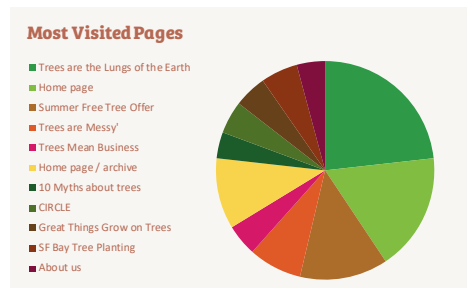
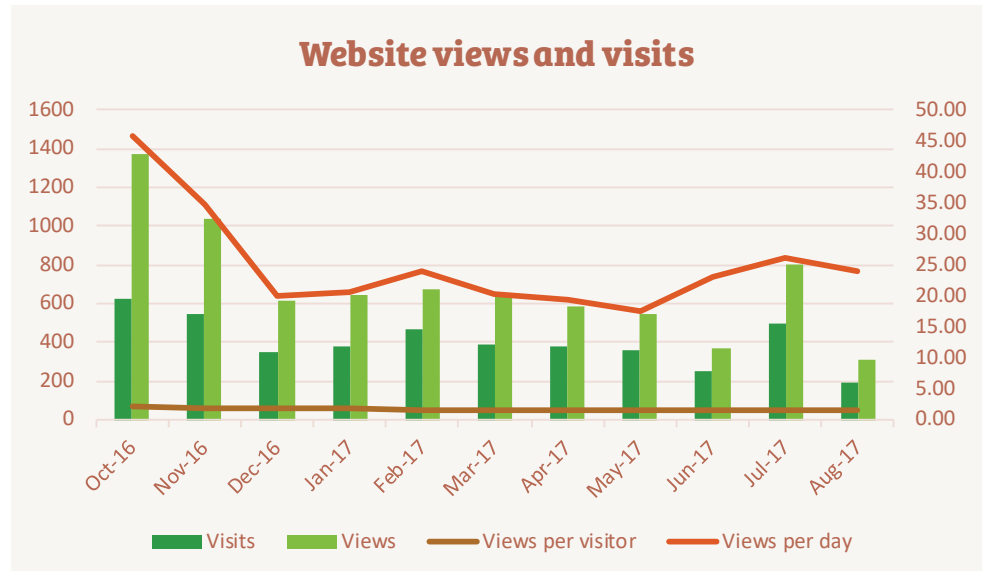
Facebook page likes	842
Twitter	563
Instagram	619



August 14, 2017

## IFGU Website Views and Visits

Visits to the website are trending up this month and should reach new highs with the ongoing promotion of the conference.



Visitors to the invest from the ground up site are looking for practical information and are finding the site through search engines, including smartphone search apps and through Pinterest.