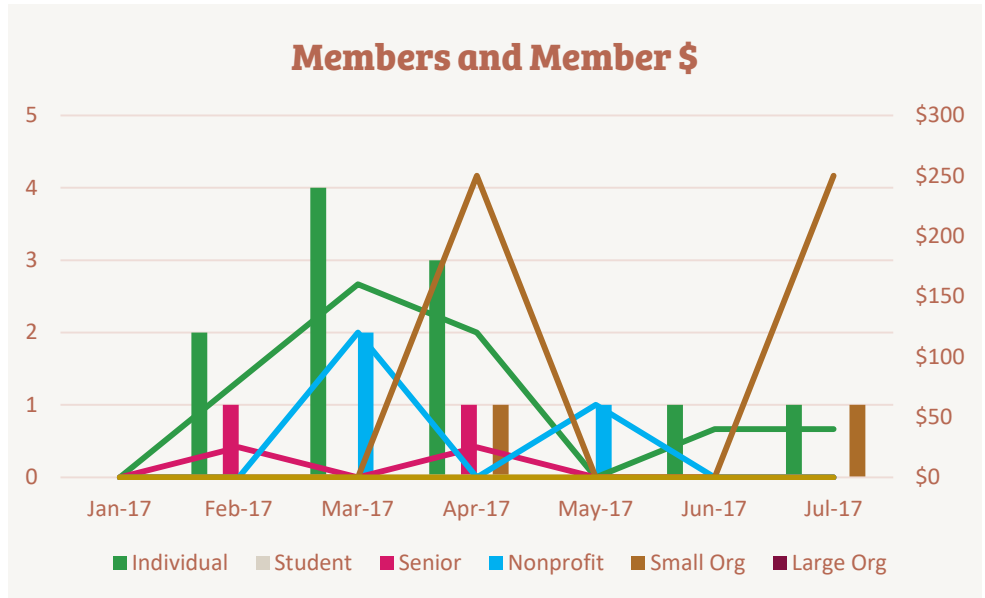


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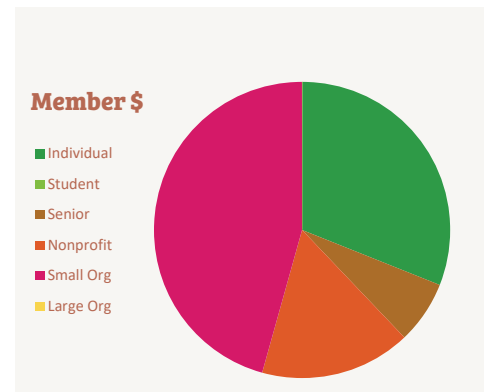
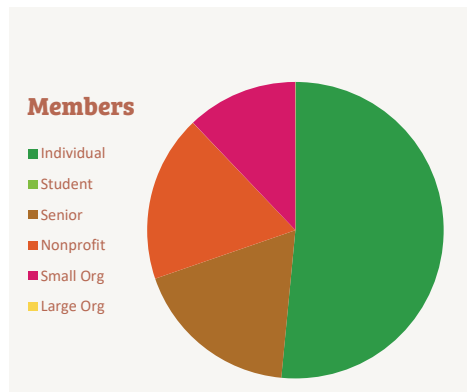
Notes:

- Members are mostly individuals, other nonprofits and seniors
- We have NO student members
- Individuals are retiring and moving to a senior membership



Membership:

2 members have renewed since the last report, resulting in \$290 in income. We're looking at simplifying the memberships in the future. Members through the website are shown above, with members numbers and the dollar value of those memberships.



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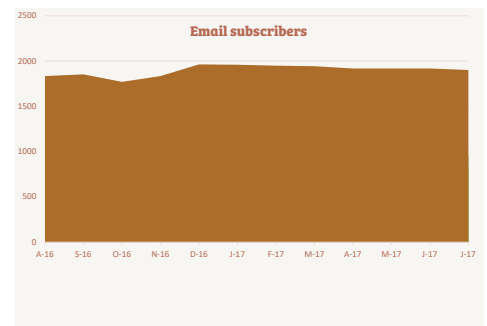
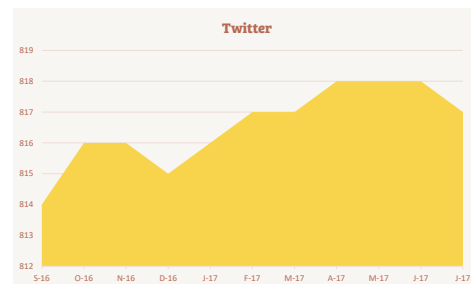
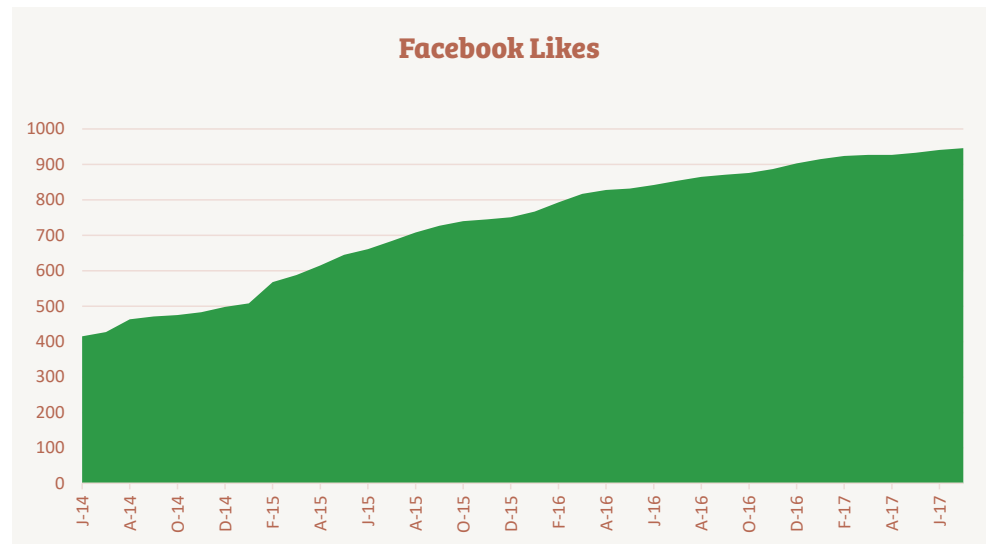
Highlights:

- new CAUFC brochure is printed
- More CAUFC marketing & outreach items are going into production
- 2017 conference is up on the website with registrations open & slowly starting to come in
- Social media campaign to promote the conference is scheduled in with posts daily until the end of July

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.

| | |
|---------------------|------|
| Facebook page likes | 946 |
| Twitter | 817 |
| Email subscribers | 1902 |



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Conference save-the-date Campaign results:

Postcard campaign to encourage members and immediate past members to save-the-date for the conference.

Cost of campaign \$654

Conference registrations:

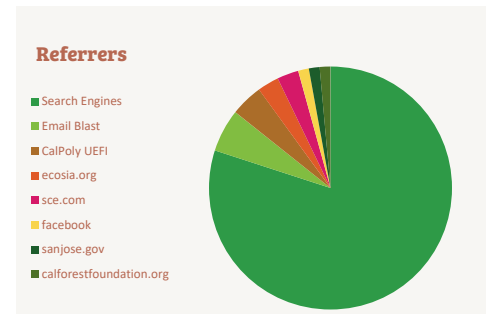
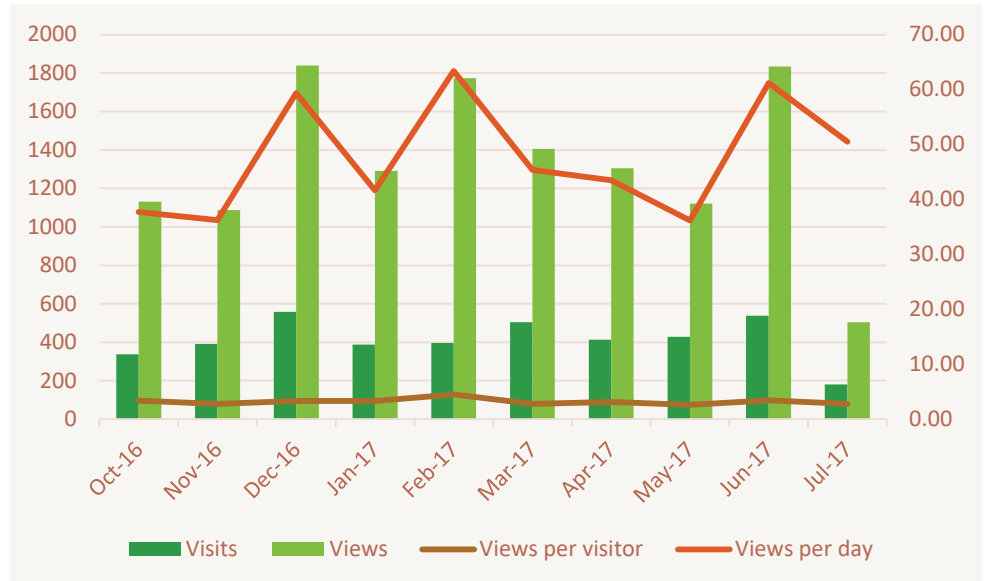
Following email blast after registrations opened we have received the following:

| | |
|-----------------|---|
| Full day | 2 |
| Awards & soiree | 1 |

Next blast due to go out on Monday June 19 for the awards and Tuesday June 20 for the conference and workshops.

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.



Visitors are looking at the homepage (CaUFC and homepage) account for almost 30% of visits. We can assume that some people have the homepage bookmarked.

Visits to the website for the conference are making up 66% of visits to the website, with the registrations only opening on June 7th.

We have more email blasts and social media posts going out about the conference and hopefully that will increase click-through visits and registrations.

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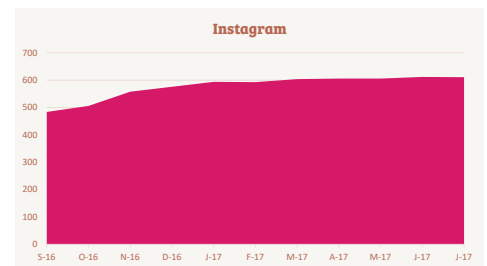
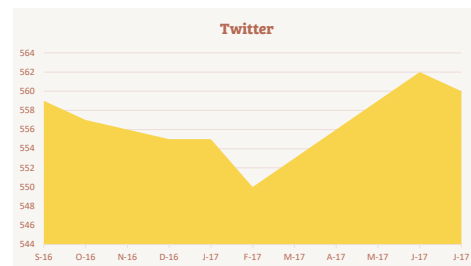
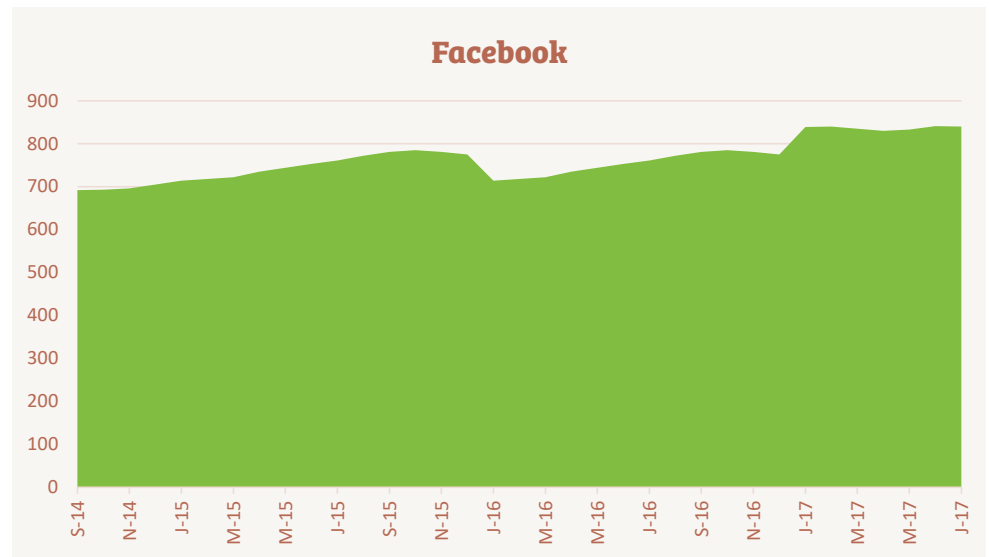
Highlights:

- A volunteer is working on writing a series of posts we can use to update the site more regularly.

IFGU Communications Channels

Facebook and Instagram continues to grow steadily while Twitter has plateaued. We have a volunteer who will be writing some posts for social media content.

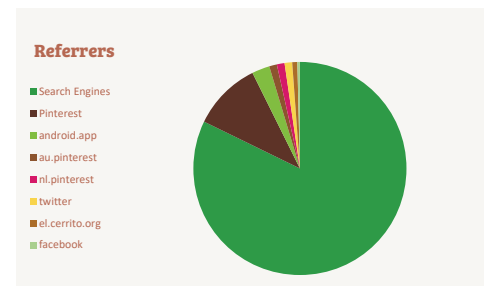
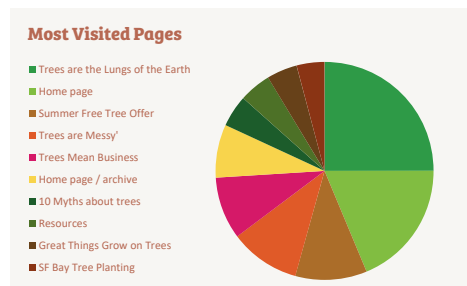
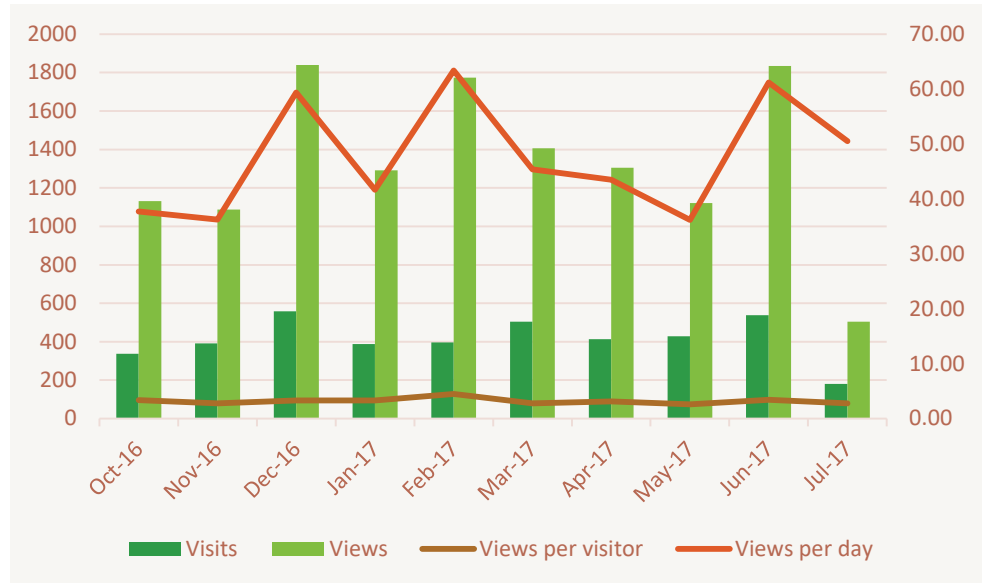
| | |
|---------------------|-----|
| Facebook page likes | 840 |
| Twitter | 560 |
| Instagram | 611 |



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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.