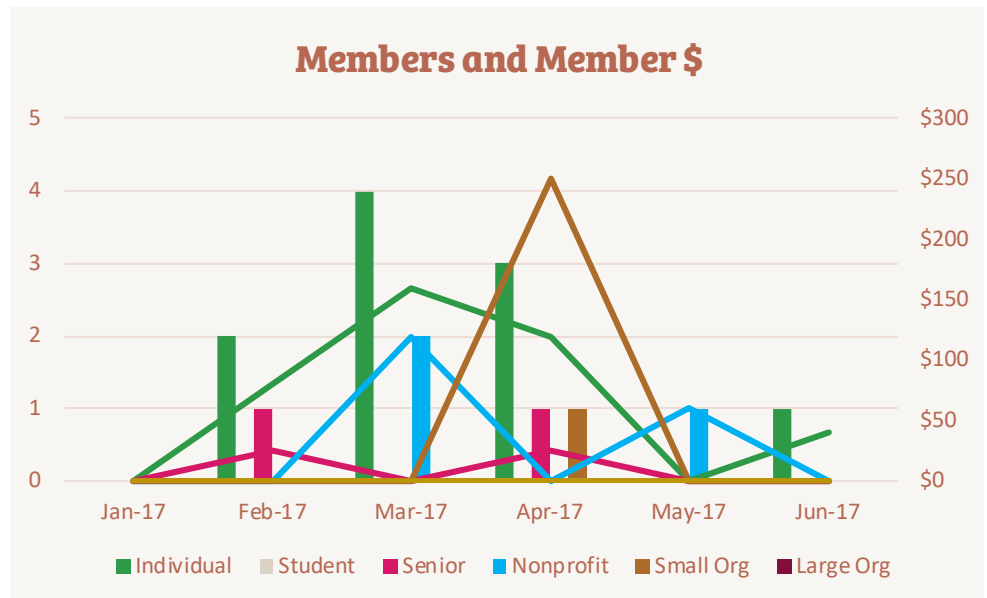


**June 16, 2017**

**Notes:**

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

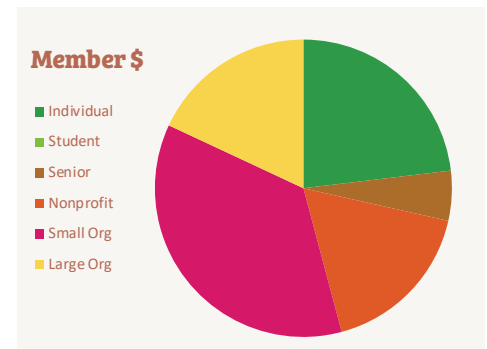
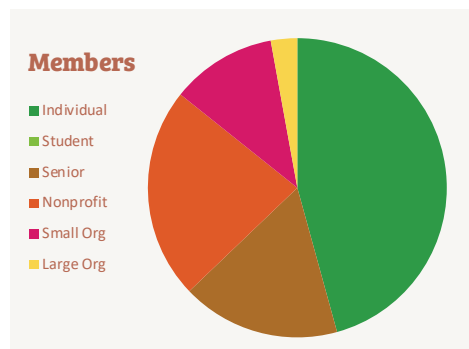


**Membership:**

The annual membership campaign was mailed in April. Postcards were sent to 1500 lapsed members from over the past 8 years. Renewal emails also went out to members after all current and recently lapsed members were added to the website.

2 members have renewed, resulting in \$100 in income from the mailing campaign. Cost of printing and mailing of postcard campaign was \$574. More members have renewed on line. Mailing list accuracy is becoming an issue with people reluctant to provide mailing addresses. With on line orders, a mailing address has to be given.

Members through the website are shown above, with members numbers and the dollar value of those memberships.



**June 16, 2017**

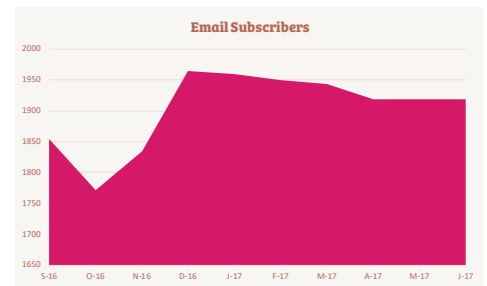
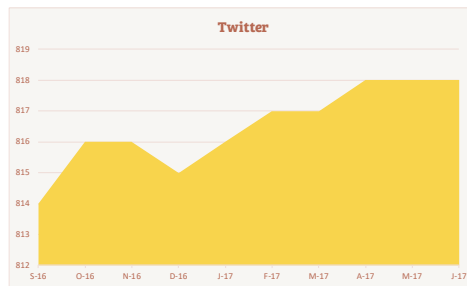
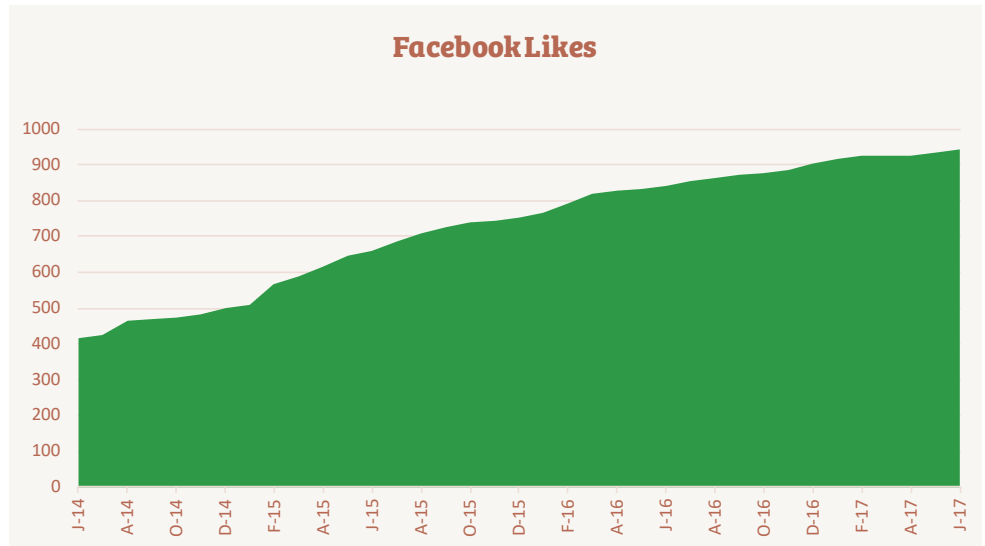
**Highlights:**

- new CAUFC brochure is being printed
- CAUFC marketing & outreach items are going into production
- 2017 conference is up on the website with registrations open & starting to come in
- LA Center for Urban Natural Resources Sustainability new logo & website completed

**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	941
Twitter	818
Email subscribers	1919



**June 14, 2017**

**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:**

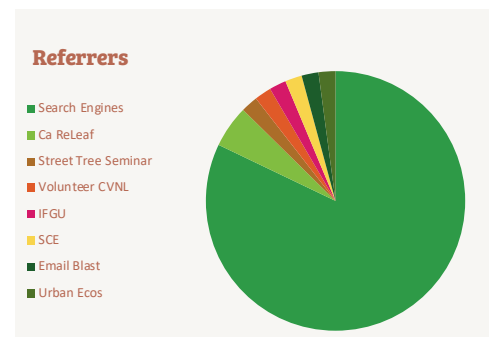
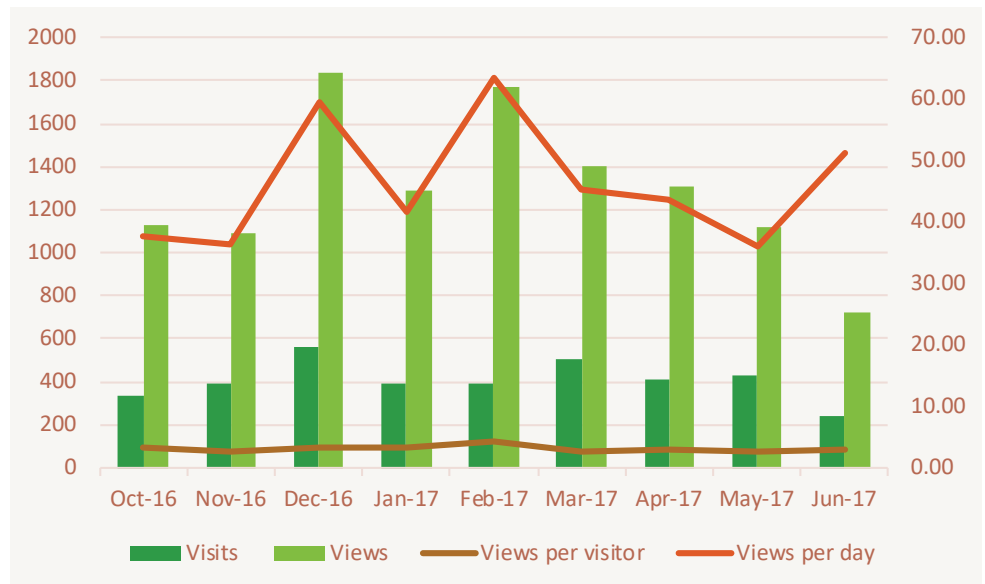
Following email blast after registrations opened we have received the following:

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 45% of visits. We can assume that some people have the homepage bookmarked. Visits to the website for the conference are making up 34% of visits to the website, with the registrations only opening on June 7th. People are also checking their membership status.

June 16, 2017

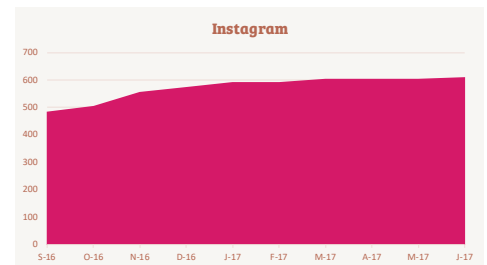
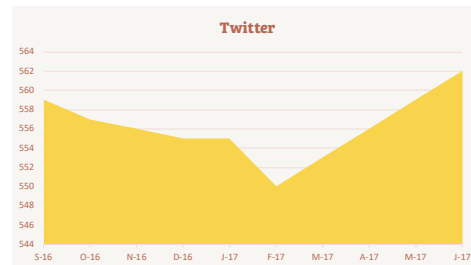
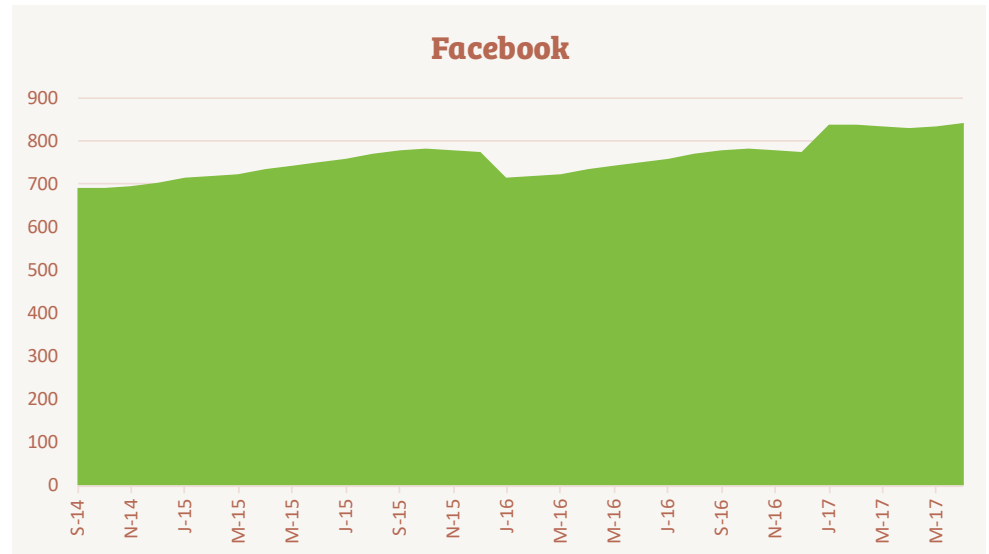
### Highlights:

- 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.

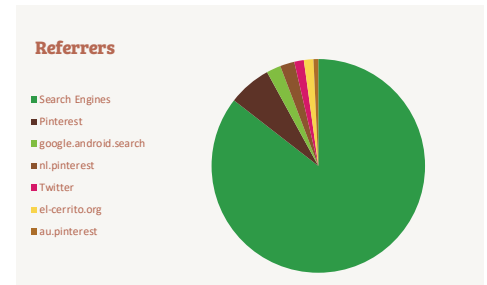
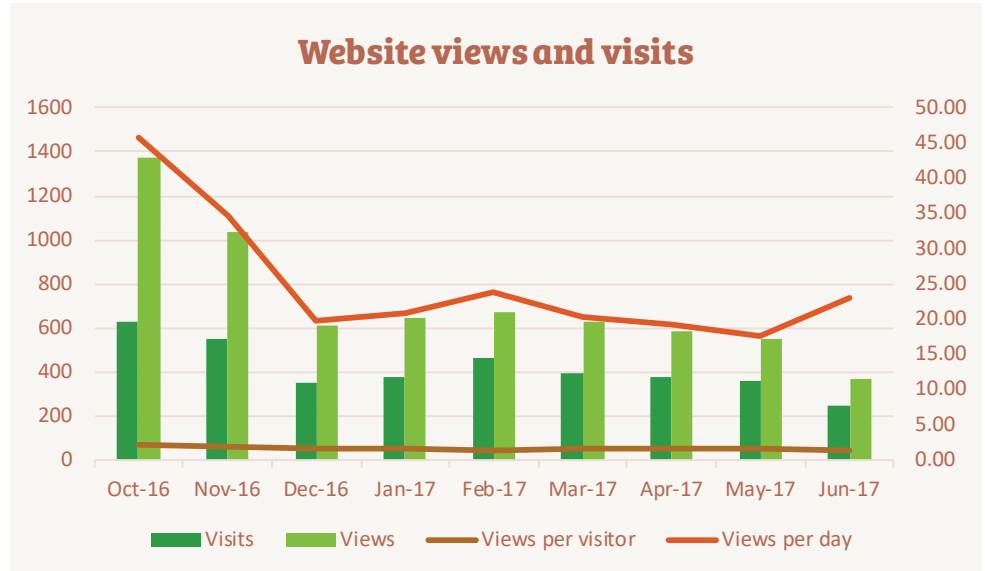
Facebook page likes	841
Twitter	562
Instagram	612



June 16, 2017

## 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 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.