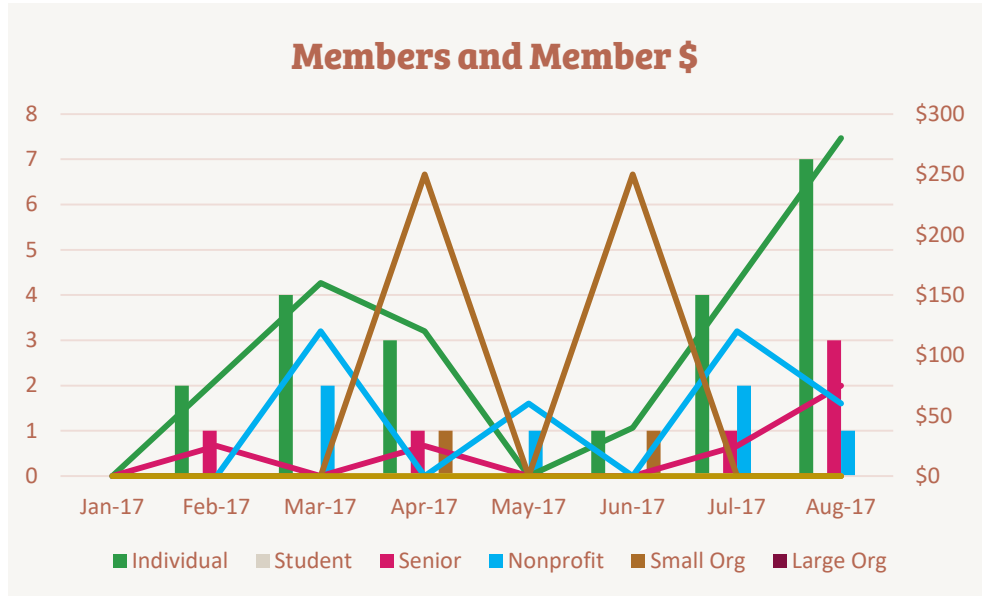


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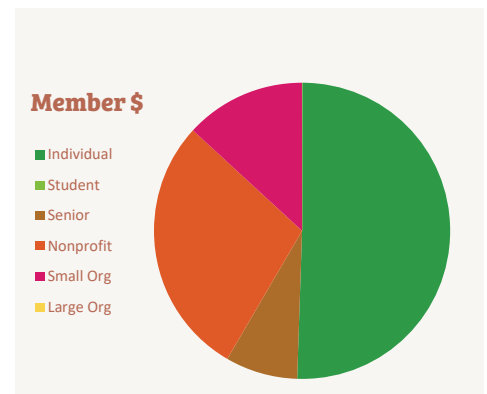
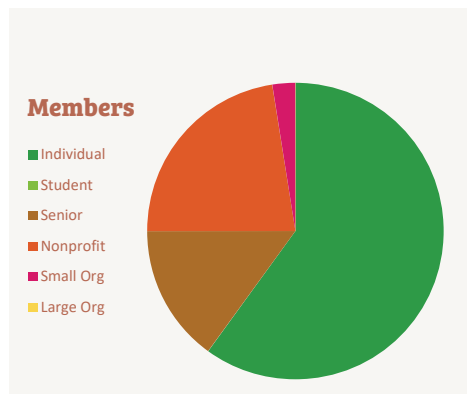
Notes:

- 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:

We received several new memberships in August, mostly for the conference discount. Our biggest member group are Individuals, followed by nonprofits and seniors.



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Highlights:

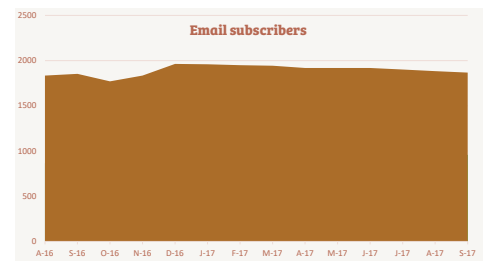
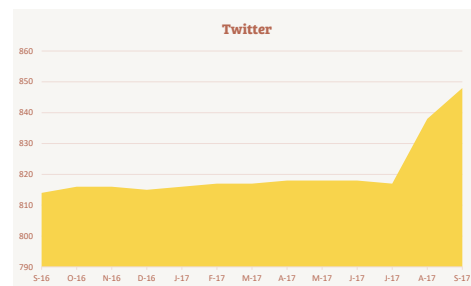
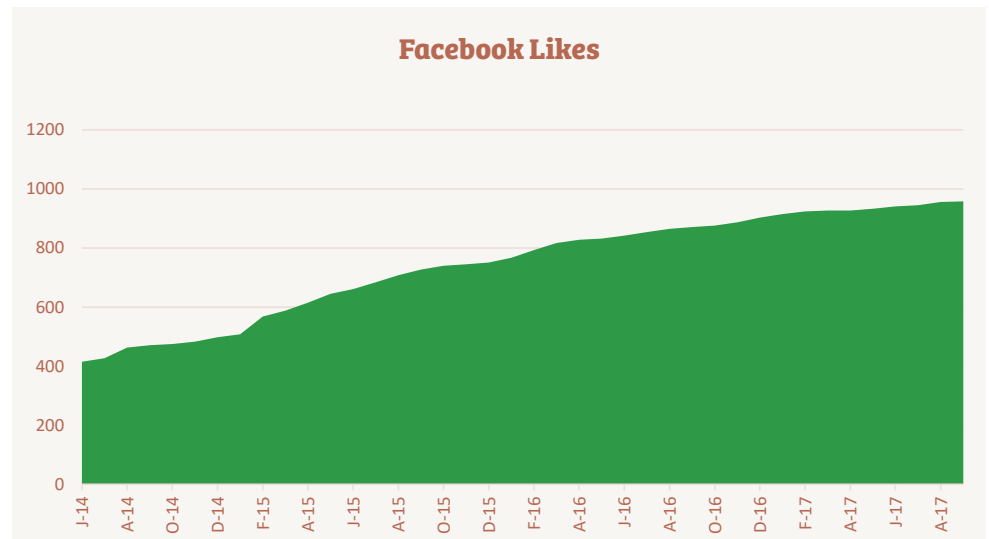
- 4 new flyers on urban forestry benefits are being printed and will be reprinted for the Forest Service and LA Center for Urban Natural Resources
- 1 poster flyer on the tree deaths in Southern California is being printed
- Pull up banners are also at the printers, including those for all the regional councils

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.

We will be trying to keep up our social media presence and grow our followers through the end of the year.

Facebook page likes	958
Twitter	848
Email subscribers	1868



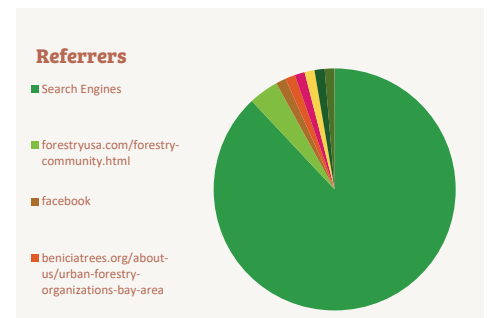
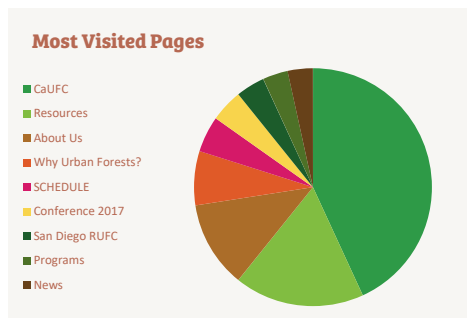
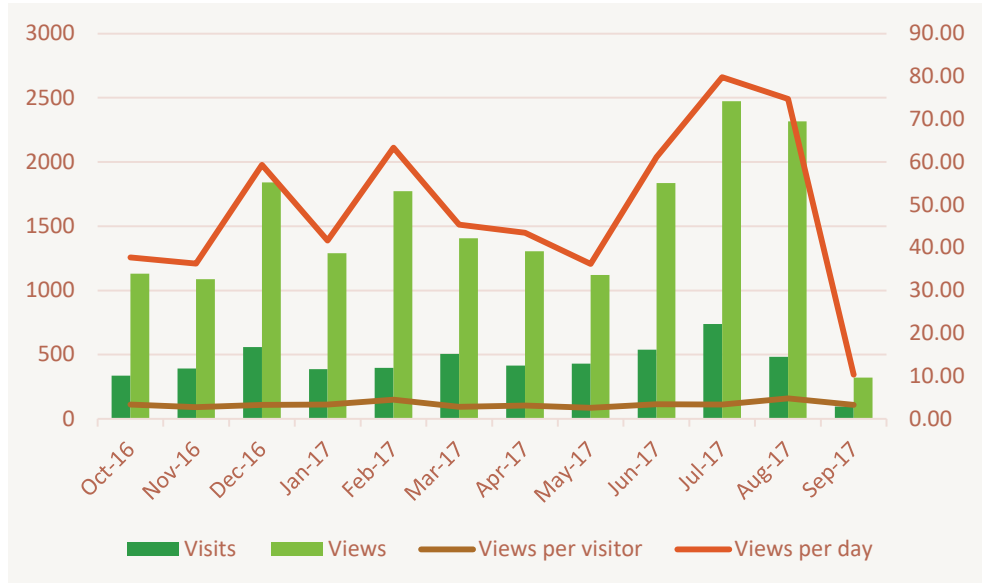
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August traffic:

Almost all visits to the website were conference related during August. Our referral traffic has also dropped since the conference.

CAUFC Website Views and Visits

Visits to the website reached new highs with the conference during July and August. We're in the process of adding resources from the conference to the site and beginning to work on the promotion for the 50th. birthday.

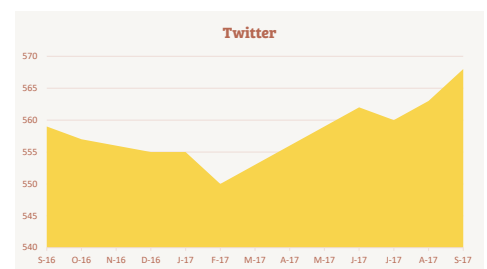
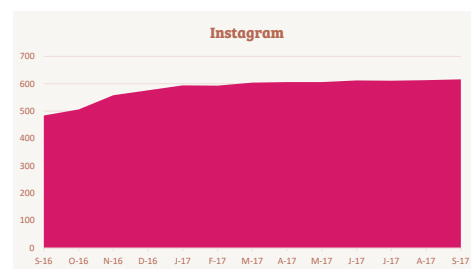
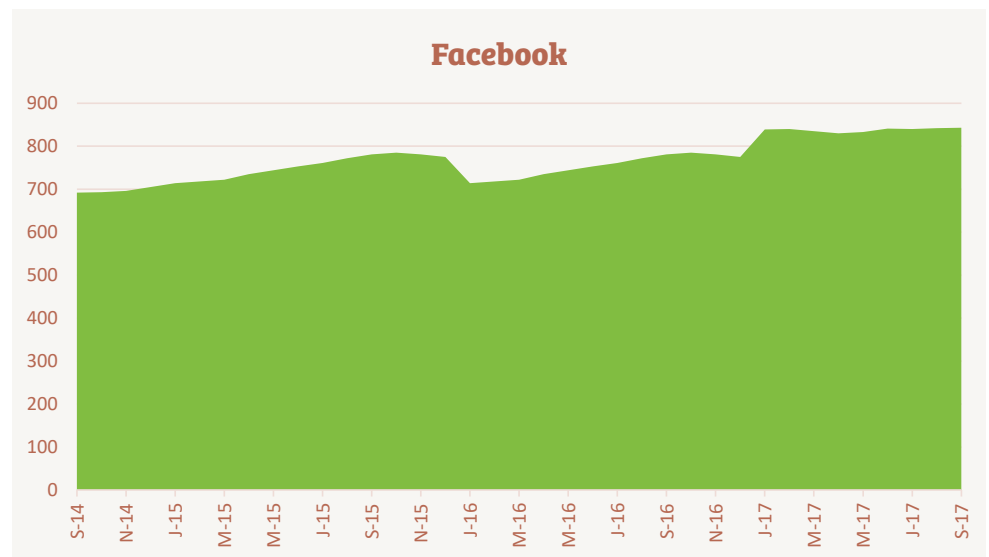


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IFGU Communications Channels

IFGU social media has plateaued recently but will be receiving more attention in the immediate future, to promote new resources and the CIRCLE 2.0 program.

Facebook page likes	843
Twitter	568
Instagram	616



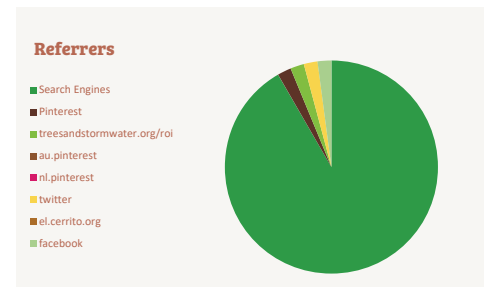
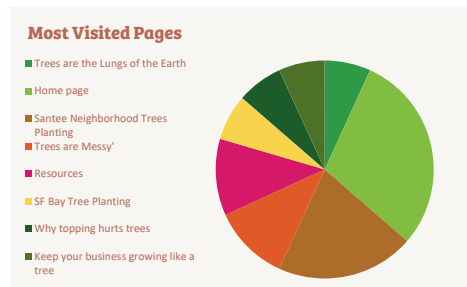
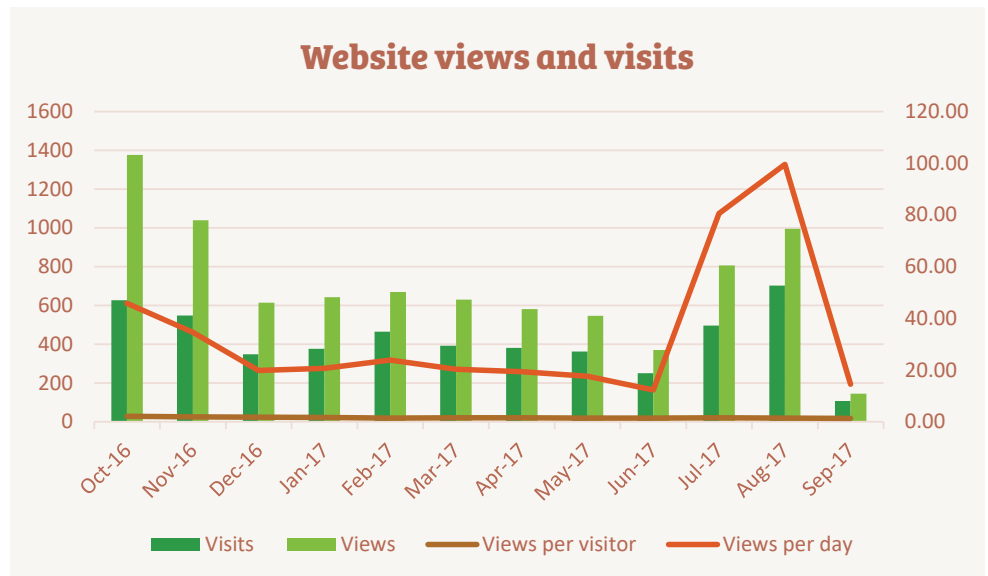
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Highlights:

Setting up the IFGU CIRCLE 2.0 page in preparation for the planting program to begin.

IFGU Website Views and Visits

I've started working on a few improvements and performance enhancements for the IFGU site, to update it, and make it more engaging, for repeat visitors.



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.