

Communications Report

July 2022

We continue to see an increase in email subscribers. We now have 4,069 subscribers and an open rate of 33%. Newsletters continue twice a week.

Higher Images' SEO Team crafted their first post - What's An Annuity And How Can It Help My Retirement? - for our website. You can read it here: <https://www.polishfalcons.org/whats-an-annuity-and-how-can-it-help-my-retirement/>. They are currently finishing up a cultural post - Polish Contributions To American Culture – which will be added to our website soon.

The summer issue of the Sokol Polski was sent out. We are just beginning work on the fall issue.

The past few months saw several online registrations open at once: Special Convention, National Youth Camp, National Golf, and the Poland Trip. I created all of these forms, monitored submissions, and ensured their continued functionality. I created multiple payment forms for the Poland Trip, as pricing varied based on the registrant's deposit and/or flight preferences. We had a handful of individuals accidentally submit duplicate entries (clicking the submit button more than once), and I refunded those transactions when necessary.

I created promo videos and corresponding GIFs for both National Youth Camp and the Special Convention. You can view those here:

<https://www.dropbox.com/sh/mtyzwzclpwcg5zdn/AACc2dHy1d0qOfKI9JqwxuSBa?dl=0>.

We have been advertising the annuity rate increases in our email newsletters, as well as on Facebook. We also included an insert in the National Dues billing. Currently, we are running a paid ad on Facebook that links to the Annuities page on our website (image on second page). We are targeting ages 25-60 in Pennsylvania, New Jersey, and Illinois (states where our previous ads performed the best) with household income in top 25-50% of zip codes. The ad is running through August 18th and is estimated to garner anywhere from 1,500-4,300 views per day. The budget was \$300, or \$10/day.

Lastly, I am working on a Culture section for our new website. More on that in the fall!

Email me if you have any questions regarding my report. Thanks & Czołem!

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