

## Communications Report

May 2022

- New website (along with Member Portal) launched in April!
  - Began working with Higher Images on SEO (Search Engine Optimization) and have seen an increase in our email subscribers! Since site launch, we've had 81 sign-ups. We now have 4,031 subscribers and an open rate of 35%.
  - H.I. will be writing quarterly blog posts for us and monitoring site performance, adding keywords, editing text on pages as necessary to drive traffic and increase views. They will share quarterly progress and Google Analytics with us.
- Spring issue of the Sokol Polski was mailed out at the end of March. Tiarra and I are working on the summer issue to be mailed out in June.
- Tiarra has been working with Ryan and Jared (with a few edits from me) to create "At a Glance" and Sell Sheets for our insurance and annuity products, as well as Producer Guides for Agents (and a set for client use), and additional documents as requested to assist our Agents in selling our products.
- Youth/Adult Volleyball Tournament photos and video clips are on the PFA National Facebook page. I attended on Friday night to take photos and capture video.
- National Bowling Tournament photos are also on the PFA National Facebook page.
- National Bowling Tournament results are on our website.
  - <https://www.polishfalcons.org/vp-trish-national-bowling-plus-results/>
- Online registration is open for National Youth Camp. There is also a paper option.
  - <https://www.polishfalcons.org/program/national-youth-camp/>
- Proposed amendments to the PFA Constitution & Bylaws have been added to the Special Convention page on the website.
  - <https://www.polishfalcons.org/2022-pfa-special-convention/>
- Registration for the Poland trip in September is still open.
  - <https://www.polishfalcons.org/service/polish-falcons-trip-to-poland/>
- Planning a summer "special edition" email newsletter with recipes and activities to be sent out in June and corresponding social media posts.

If you have any questions regarding the new website, please let me know. "See" you on Saturday!

Czolem!