

Communications Report

November 2023

In September, we participated in Life Insurance Awareness Month organized by Life Happens. This year was the 20th anniversary of LIAM, and the theme was “Life Insurance: For Anyone Who Lives.” We shared LIAM messages and graphics in our email newsletters and on Facebook.

We continue to advertise our 6.25% first-year flexible premium annuity on our website, in our email newsletters, and on Facebook and Twitter. In September and October, we also ran two paid campaigns on Facebook. The first with a video from former NFL player, Mike Tomczak, and the second with a video from former NFL player, Joe Theismann.

In October, I asked Members to send us their Halloween photos, and we shared them in our email newsletters.

We currently have 5,033 subscribed contacts who receive our email newsletters, and our open rate is 40%. We have been seeing an increase in unsubscribes, so we will pull back the email newsletters to just once a week on Wednesdays to see how this affects the unsubscribe rate.

On Facebook, we have 1,424 followers, and our post reach for the last 28 days was 7,334. Post engagement was 1,278.

A little over a month ago, I began sending welcome emails to our new agents as provided by Jared. I now do this a couple of times per week.

I added the 2024 Board of Directors nomination information to our website and created nomination forms with the help of Patty. The forms can be completed and signed online thanks to Ryan’s help.

We also updated the 2024 scholarship applications and 2023 end-of-year forms. All are on our website, and Trish wrote blog posts about both that were shared in our email newsletters.

The new LOH Beyond the Gold award program was announced in the fall issue of the magazine. The information and application are on our website.

Tiarra and I have been working hard on the winter issue of the Sokol Polski. This issue is my 50th as editor – hard to believe! I look forward to sharing the magazine with you soon.

I am putting together a Polish Falcons Holiday Collection of Recipes. This digital collection will be sent to Members who make a \$5 or more donation to the charity of their choice on Giving Tuesday and provide us with a copy of the receipt.

The National Bowling Tournament information has been updated for 2024 on our website. The paper application has also been updated. Online registration will open on December 1st.

I have made a few modifications to our website to make it easier to navigate. I will share these changes with you on Saturday.

Czolem!