

Communications Report

February 2024

The winter issue of the Sokol Polski was sent out in December. It was my 50th issue as Editor and one of my favorite issues to date. We are currently working on the spring issue, and it is packed full of information on our upcoming events.

Speaking of those upcoming events, much of my time over the last couple of months has been spent updating event information on our website and modifying registration forms. I modified all our forms this year, condensing where possible and changing the label, sub-label, and description placements to above the input fields, making the forms easier to view and complete on a mobile device.

Registration is open for the following: BCV Family Weekend, Bowling Tournament, Walking Program, Youth Camp, and the Poland Tour.

The theme for Camp this year is Star Wars. I found a company online with an “intro creator” application, and I used that to create a video with our Camp information in the classic Star Wars opening style. The video can’t be shared publicly online because of copyright, but I provided the file to Chris to show at the Future Leaders Conference and BCV Family Weekend.

In addition, I created a page and donation form for our National Banner Restoration Project, and I am also taking Easter brochure orders until February 14th. Here and there, we continue to receive history book orders, which I forward to Rob at the office for shipping.

A few Members completed IMPACT! projects at the end of last year. I will share these with you briefly on Saturday. They will be in the upcoming issue of the magazine as well.

I will be attending the Future Leaders Conference next weekend to talk about my position as Communications Director, the IMPACT! program, and share an internship opportunity with those in attendance. I hope to find a social media intern for the fall semester, whether for credit or just experience.

Our email newsletters continue to go out weekly on Wednesdays. Our overall open rate for Constant Contact emails is 41%. Google and Yahoo!'s new guidelines for bulk email senders went into effect on February 1. I attended a webinar detailing the guidelines and made the necessary updates to meet the requirements and ensure that our campaigns continue to be delivered.

See you on Saturday!