

# Communications – 2018

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We continue to communicate in 3 ways to our members and our volunteers:

1. Email
  - a. I currently have approximately 100 on my email lists
    - i. Trail Ambassadorss
    - ii. Crew Leaders
    - iii. Park Staff
    - iv. Board Members
    - v. Friends
2. Newsletter
  - a. Range of opening per newsletter – 14% – 25% of subscribers
  - b. Current subscribers – 1688 it's been going down since the 150<sup>th</sup> anniversary.
3. Facebook
  - a. Likes - Currently 799 (The Park has 16,500)

Each has its place. And we continue to work to improve these methods.

## **The Positives:**

On the plus side, the Newsletter continues to be popular among everyone – it has something for everyone:

1. Stories
2. Photos of our activities and those at the park
3. Schedules of events
  - a. Our events
  - b. Park events
4. Announcements

On the plus side, our Facebook page continues to acquire “Likes.”

1. Especially when we post photos of our events
2. When we announce upcoming Park & Club events
3. When we post cancellations because of inclement weather.

Emails are very important to everyone – especially when there are last minutes changes in schedules, etc.

## **The Negatives:**

The negatives regarding the newsletter is getting articles to me in a timely manner – but we are working on this.

Regarding emails, the primary negative is that each of us has our own list of subscribers. And on this aspect, I had good intentions last year, but failed miserably because of life's curves. I hope to do better this year in that the class I promised last year regarding our Mailchimp account will happen this coming year – that way we'll have everyone on the same email list and we won't inadvertently leave someone out.