

MARKETING & PR REPORT NOVEMBER/DECEMBER

As a leader in the field of Therapeutic Recreation, NWSRA maximizes public outreach through a variety of endeavors. The following report highlights some of the recent marketing and public relations activities:

MEDIA

DAILY HERALD

- Article on Unplug Illinois Day
- Article on Holiday Sensory Concert
- Appreciation Ad for Arlington Classic, Women's Golf Outing

DAILY HERALD BUSINESS LEDGER

- Article on Cathy Splett receiving CFRE
- Submitted SLSF information for the Business Ledger Philanthropy Guide

TRIBLOCAL/METROMIX

- Added SLSF events to online calendar of events

MISCELLANEOUS

- Ongoing ad in Hanover Township newsletter
- SLSF events posted online to the following sites: ABC Chicago, CBS Chicago, Daily Herald, WGN TV, Chicago Mama, Chicago Music Guide, North Shore Breaking News, B96, and more

ONLINE

- NWSRA Village videos posted
- New Staff of the Month posts
- Facebook ad optimization with Pixel integration project complete
- Project Updates page updated for Dream Lab, Sensory Garden and Snoezelen Room
- New features on NWSRA and Directors sites
- SLSF events with online registration posted
- New website search engine optimization tools enabled
- Bi-monthly NWSRA Now and SLSF Impact e-newsletters sent
- Monthly NWSRA and SLSF Board Update e-newsletters sent

PUBLICATIONS AND FLYERS

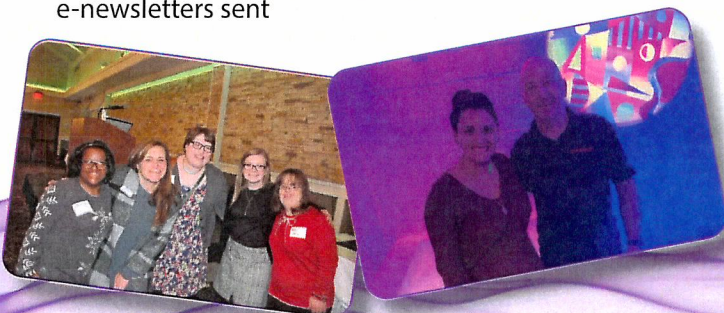
- New Inclusion brochure created
- Holiday Luncheon materials created
- Winter/Spring 2020 Brochure created
- SLSF Annual Appeal created with e-mail followups
- SLSF Gold Medal Fashion Show invitation created
- New Collaborative staff profiles template
- Updated Snoezelen brochure and flyers
- Holiday Luncheon invitation
- Updated pieces with Unplug Illinois information
- New event flyers and logos created

MISCELLANEOUS

- ITRS/IPRA Award nominations submitted
- SLSF event videos created
- NWSRA Brand Video
- Dream Lab complete
- Submitted Snoezelen Sensory Therapy program for NRPA Innovation in Social Equity Award

IN PROGRESS

- Transportation Needs, Accommodations and Obstacles survey next steps
- Database build project
- 2019 Annual Report
- Various publications and online media
- Windows Server Upgrade
- PowerDMS implementation
- Quickbooks transition
- 2020 NWSRA/SLSF materials
- NWSRA Village videos

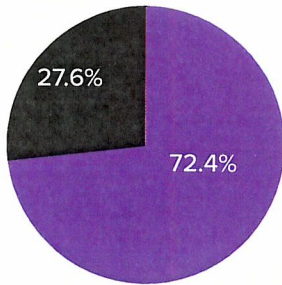


WEBSITE STATISTICS

www.nwsra.org

5,971 TOTAL PAGE VIEWS

2,731 TOTAL SESSIONS



■ New Visitor
■ Returning Visitor

MOST VISITED PAGES

1. NWSRA Homepage	2,085
2. NWSRA Brochure	1,080
3. NWSRA Staff/Volunteer Portal	520
4. NWSRA Staff Contacts	452
5. NWSRA Employment Opportunities	323
6. NWSRA PURSUIT	148
7. About NWSRA	119
8. NWSRA Directors	100
9. NWSRA Snoezelen Sensory Room	92
10. NWSRA Staff/Volunteer Portal	87

PAGE VIEWS

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1,080
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100
92
87

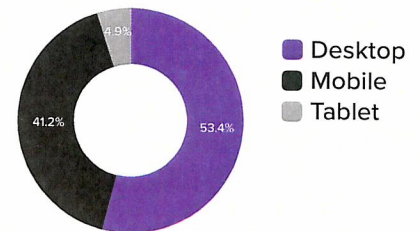
AVG. TIME SPENT

44 sec
6:43
1:24
1:51
2:15
2:10
1:35
1:33
1:53
1:40

CITIES USERS ARE ACCESSING FROM



DEVICES BEING USED



■ Desktop
■ Mobile
■ Tablet

SOCIAL MEDIA STATISTICS



Total Page Likes: 8,506
 New Followers: 73
 Post Engagements: 5,363
 Post Reach: 39,907



Total Followers: 358
 New Followers: 7
 Impressions: 9.4K
 Profile Visits: 273



Total Followers: 413
 New Followers: 22
 Post Likes: 385

TRENDING POSTS

- NWSRA Brand Video posted
- Unplug Illinois posts
- NWSRA Winter/Spring Brochure posted online
- Staff Enrichment - Gift Giving Luncheon
- Sibshop Holiday Party Flyer
- STAR Academy program photos
- Ability Awareness photos
- Lightning Athletics spirit wear
- Innovation Award - Snoezelen Room
- Zurich Fun Fair video
- Mt. Prospect Snoezelen Room - Unveiling
- SLSF Celebrate Ability Gala

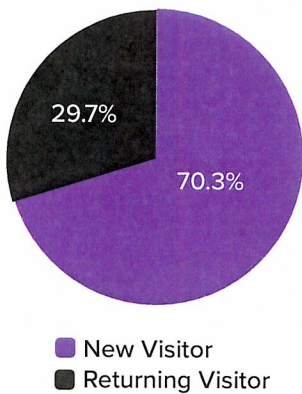


WEBSITE STATISTICS

www.nwsra.org

6,396 TOTAL PAGE VIEWS

2,920 TOTAL SESSIONS



MOST VISITED PAGES

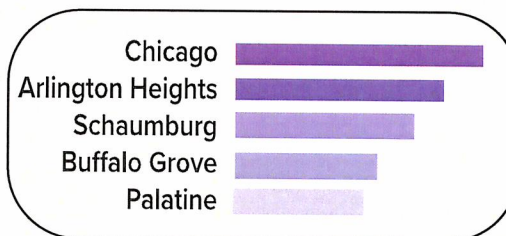
1. NWSRA Homepage	2,324
2. NWSRA Brochure	1,424
3. NWSRA Staff Contacts	596
4. NWSRA Staff/Volunteer Portal	335
5. NWSRA Employment Opportunities	313
6. About NWSRA	163
7. NWSRA PURSUIT	158
8. NWSRA Day Camps	89
9. NWSRA Snoezelen Sensory Room	83
10. NWSRA Snoezelen Sensory Room	77

PAGE VIEWS

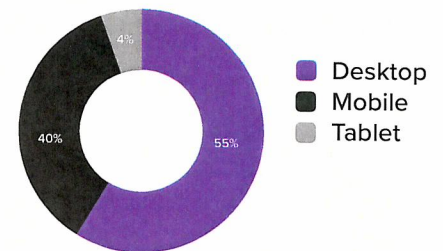
AVG. TIME SPENT

2,324	39 sec
1,424	4:05
596	1:15
335	1:12
313	2:20
163	59 sec
158	1:43
89	1:48
83	37 sec
77	1:50

CITIES USERS ARE ACCESSING FROM



DEVICES BEING USED



SOCIAL MEDIA STATISTICS



Total Page Likes: 8,605
New Followers: 99
Post Engagements: 6,756
Post Reach: 29,370



Total Followers: 361
New Followers: 4
Impressions: 12.2K
Profile Visits: 272



Total Followers: 436
New Followers: 23
Impressions: 4,139
Post Likes: 481

TRENDING POSTS

- SibShops Holiday Party
- Sensory Friendly Holiday Concert
- Special Event photos "Windy City Cake Boss Challenge"
- Lightning Ski team photos
- Powerlifting Team photos
- Staff Enrichment - Plum Creek Supportive Living post
- Mt. Prospect Snoezelen video
- Arlington Heights Park District's Arlington Ridge Center Opening.
- SLSF Holiday Luncheon

