

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 NWSRA Activity Center and Virtual Programs
- Article on Gold Medal Fashion Show
- Article on Skating Championships Invitational

DAILY HERALD BUSINESS LEDGER

- Submitted SLSF information for the Business Ledger Philanthropy Guide

TRIBLOCAL/METROMIX

- Added SLSF events to online calendar of events

MISCELLANEOUS

- Article on NWSRA Virtual Programming posted in Association of Fundraising Professionals (AFP) newsletter
- Article on NWSRA in American Therapeutic Recreation Association (ATRA) Newsletter
- Ongoing ad in Hanover Township newsletter

ONLINE

- SLSF Annual Appeal promoted
- NWSRA Trunk or Treat, Zurich Fun Fair and new fundraising events promoted
- New activities uploaded to NWSRA Activity Center
- Monthly Face to Face and Virtual Programming promoted
- A Day of Togetherness promoted
- SLSF Trivia Nights and Dine & Donate promoted
- ADA 30th Anniversary promotions created
- Monthly NWSRA and SLSF Board Update e-newsletters sent

PUBLICATIONS AND FLYERS

- "Taking the Digital Leap" article featured in Illinois P & R magazine
- Open House materials created
- Design for 2021 Face to Face and Virtual Brochures
- Promotional materials created for Trunk or Treat and Dine and Donate events
- NWSRA Activity Book created
- New infographics for COVID-19 response
- Monthly Face to Face and Virtual program brochures
- SLSF Golf Outing and Celebrate Ability materials promoted
- Virtual programming and Activity Center materials
- SLSF Trivia Night materials created

MISCELLANEOUS

- 2020 Thank You to Donors video and e-mail sent
- 2020 Year in Review created
- New videos created for Celebrate Ability, NWSRA Open House
- Signage/artwork for new program spaces
- Wheeling and Buffalo Grove program spaces technology installed
- Submitted Virtual Programming for Special District Governmental Technology Award
- New Leisure Education video

IN PROGRESS

- NWSRA 2021 Face to Face and Virtual Programming websites/brochure/registration
- Transportation Needs, Accommodations and Obstacles survey next steps
- Database build project
- Various publications and online media
- PowerDMS implementation
- 2021 NWSRA/SLSF materials



WEBSITE STATISTICS

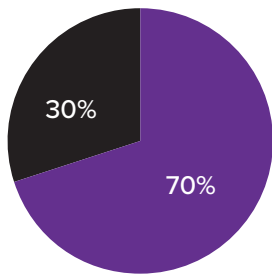
www.nwsra.org

7,252

TOTAL PAGE VIEWS

3,608

TOTAL SESSIONS



■ New Visitor
■ Returning Visitor

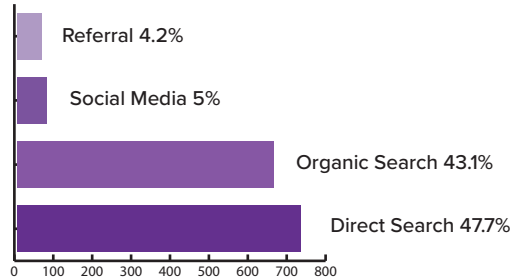
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NEW VISITORS

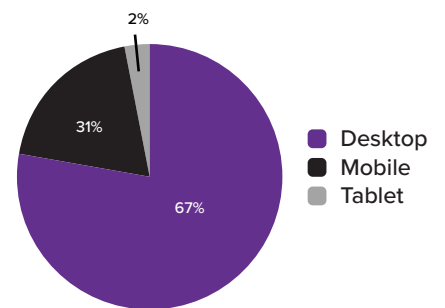
MOST VISITED PAGES

MOST VISITED PAGES	PAGE VIEWS	AVG. TIME SPENT
1. NWSRA Virtual Programming	2,050	3:11
2. NWSRA Homepage	1,692	1:15
3. NWSRA Activity Center	928	2:42
4. NWSRA Brochure	615	2:57
5. NWSRA Staff Contacts	250	4:26
6. NWSRA PURSUIT	210	3:48
7. NWSRA Employment Opportunities	147	2:58
8. About NWSRA	130	2:15
9. NWSRA Volunteer Opportunities	125	6:10
10. NWSRA Staff/Volunteer Portal	88	1:26

TOP CHANNELS



DEVICES BEING USED



SOCIAL MEDIA STATISTICS



Post Reach: 26,468
Total Page Likes: 8,907
Post Engagements: 2,455
Page Views: 1,232



Total Followers: 390
Impressions: 8,296
Post Engagements: 210



Post Impressions: 5,419
Post Reach: 4,736
Total Followers: 642
Post Likes: 498

TRENDING POSTS

- NWSRA Open House
- Double Good Popcorn Fundraiser
- NWSRA Winter Store
- Wheeling & Buffalo Grove Programming Space Photos
- SLSF Celebrate Ability Gala promotion
- Day Camp Box promotion



WEBSITE STATISTICS

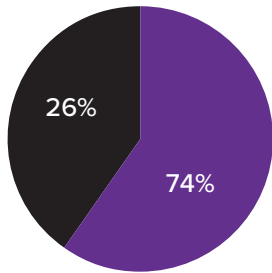
www.nwsra.org

1,352

TOTAL
PAGE
VIEWS

2,181

TOTAL
SESSIONS



■ New Visitor
■ Returning Visitor

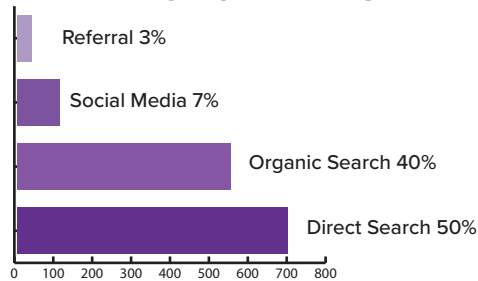
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NEW
VISITORS

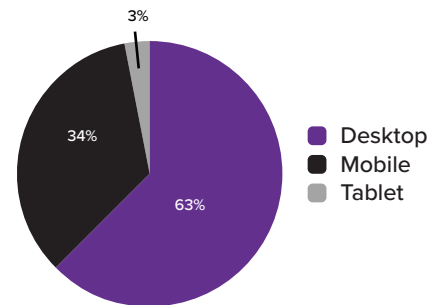
MOST VISITED PAGES

MOST VISITED PAGES	PAGE VIEWS	AVG. TIME SPENT
1. NWSRA Homepage	1,214	42 sec
2. NWSRA NWSRA Brochure	787	3:19
3. NWSRA Activity Center	659	3:25
4. NWSRA Staff Contacts	284	2:37
5. NWSRA Volunteer Opportunities	161	3:33
6. NWSRA Employment Opportunities	135	1:43
7. NWSRA Virtual Programming	123	1:47
8. NWSRA PURSUIT	106	2:50
9. NWSRA Staff/Volunteer Portal	93	34 sec
10. About NWSRA	76	43 sec

TOP CHANNELS



DEVICES BEING USED



SOCIAL MEDIA STATISTICS



Post Reach: 10,822
Total Page Likes: 8,898
Post Engagements: 1,301
Page Views: 834



Total Followers: 391
Tweet Impressions: 3,164
Post Engagements: 265



Post Impressions: 1,891
Post Reach: 1,575
Total Followers: 642
Post Likes: 193

TRENDING POSTS

- NWSRA Open House
- January In Person and Virtual Program Brochure
- Day Camp in a Box
- Staff Recognition
- Happy Holidays from NWSRA

