

Marketing Committee Summary

January 2020

- The committee has had the opportunity to have one call since the last board meeting was held
- Brochure
 - The brochure is in its final stages. There has been a hold up with the maps from PEC. Once we have those it will be completed
 - Website
 - The website is still moving forward. This is being created through Wix. The committee still is collecting information from trail groups. Please submit this information as soon as you can We are looking for the following:
 - Website or social media page
 - Contact information
 - Small description of your trail
 - Small description of your organization
 - Accurate mileage numbers
 - Pictures of your trail – with users and with volunteers
 - **Final Deadline for Comments and information is February 21st**
 - Google For Nonprofits
 - We are looking to migrate our email to google for non-profit to simply update the system we are currently using and to add centralized document storage for committees
 - We plan on making this application once the new website is launched
 - This is Free and no cost associated.
 - Social Media Updates
 - Facebook
 - 148 new likes since January 2019
 - Average Post Reach 205
 - Instagram
 - 273 new follows
 - Dominate age group is 45 – 54, 51% Women and 47% Men
 - Pittsburgh Region is the top subscriber – let's make a push up north!
 - Annual Report
 - The annual report is aiming to be completed by the end of December with an early February print date.
 - If you have not done so already please submit your groups accomplishments over the last year to Courtney at courtney@friendsoftheriverfront.org.
 - Please follow the format of the 2018 annual report – accomplishments should be in short sentences, please include pictures.
 - **Final Deadline for Comments and information is January 24st**
 - Digital Newsletter
 - Next release will be in March 2020 before trail season