



EXTERNAL COMMITTEE

March 2024



prosperity connection®



MARKETING & COMMUNICATIONS



OUTREACH

Since our last meeting:

- 25,976 reached on Facebook
 - decrease of 14.1%
- 744 content interactions
 - increase of 19%
- 264 link clicks
 - decrease of 21.2%
- February newsletter
 - 872 (46%) opens; 35 (2%) clicks
- March newsletter
 - 836 (47%) opens; 63 (4%) clicks

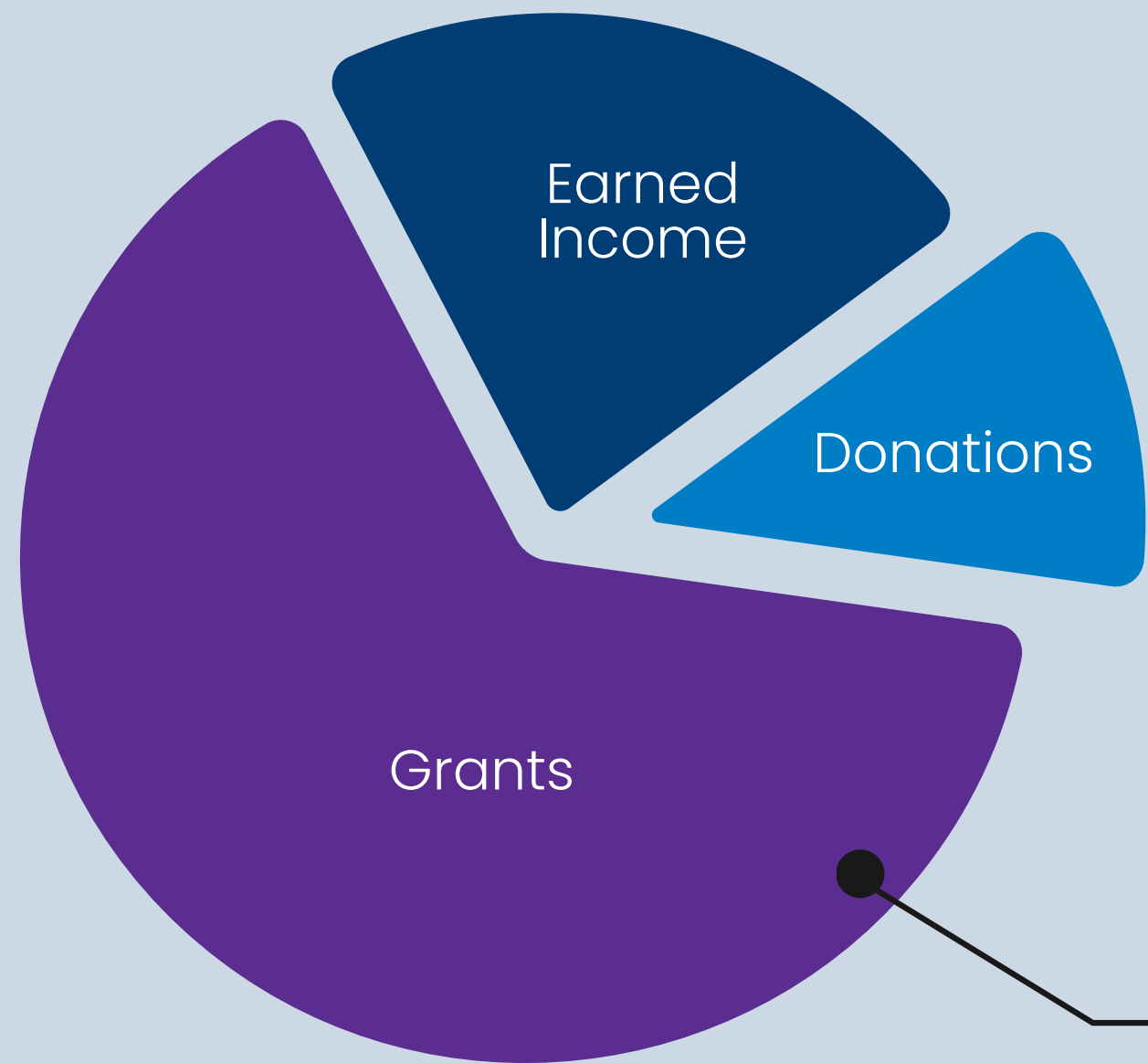
OUTCOMES

Service	YTD	Goal
Coaching Sessions	160	950
Credit Report Reviews	81	565
Class Pull-Through	44%	37%



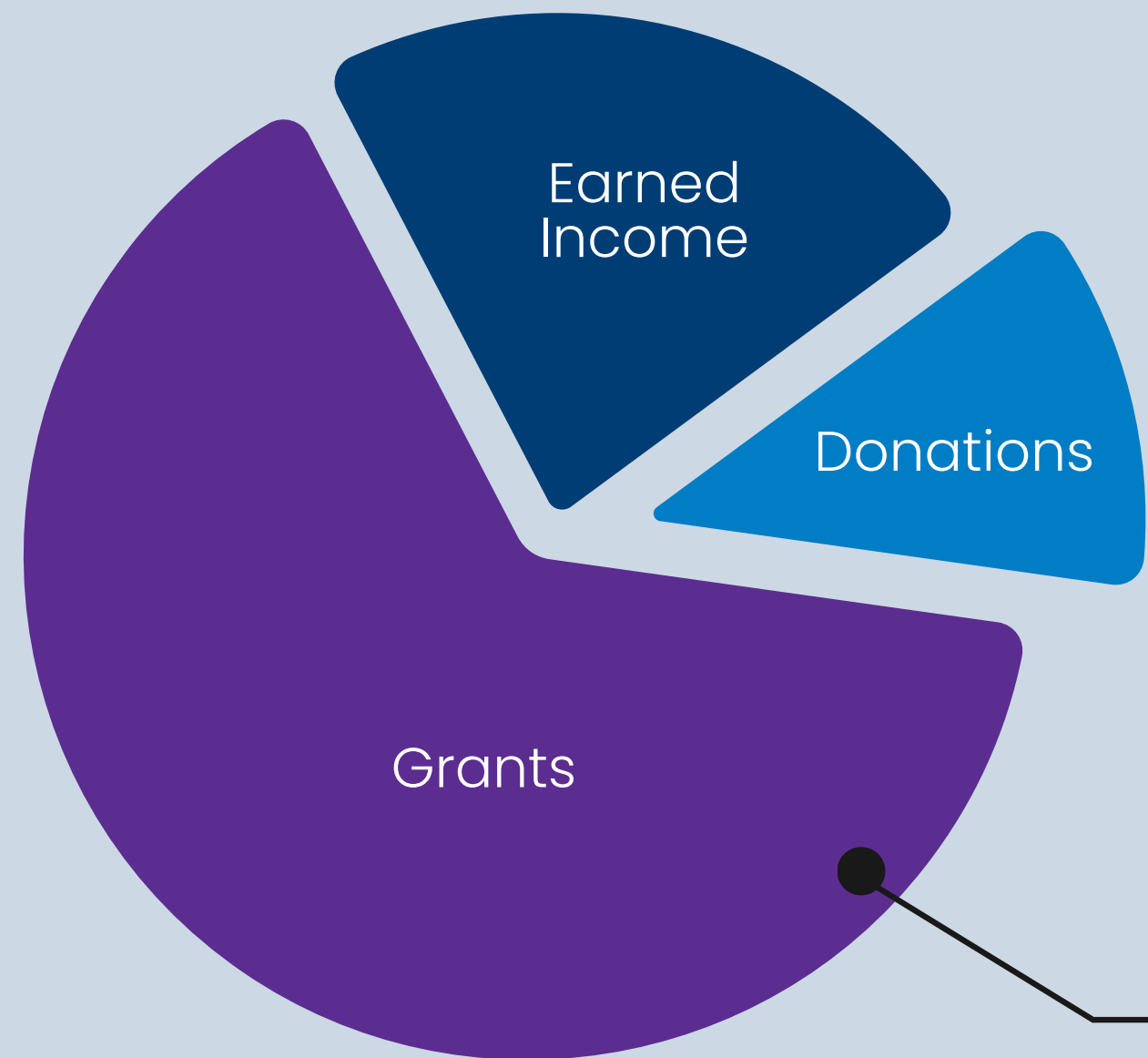
INSTITUTIONAL ADVANCEMENT





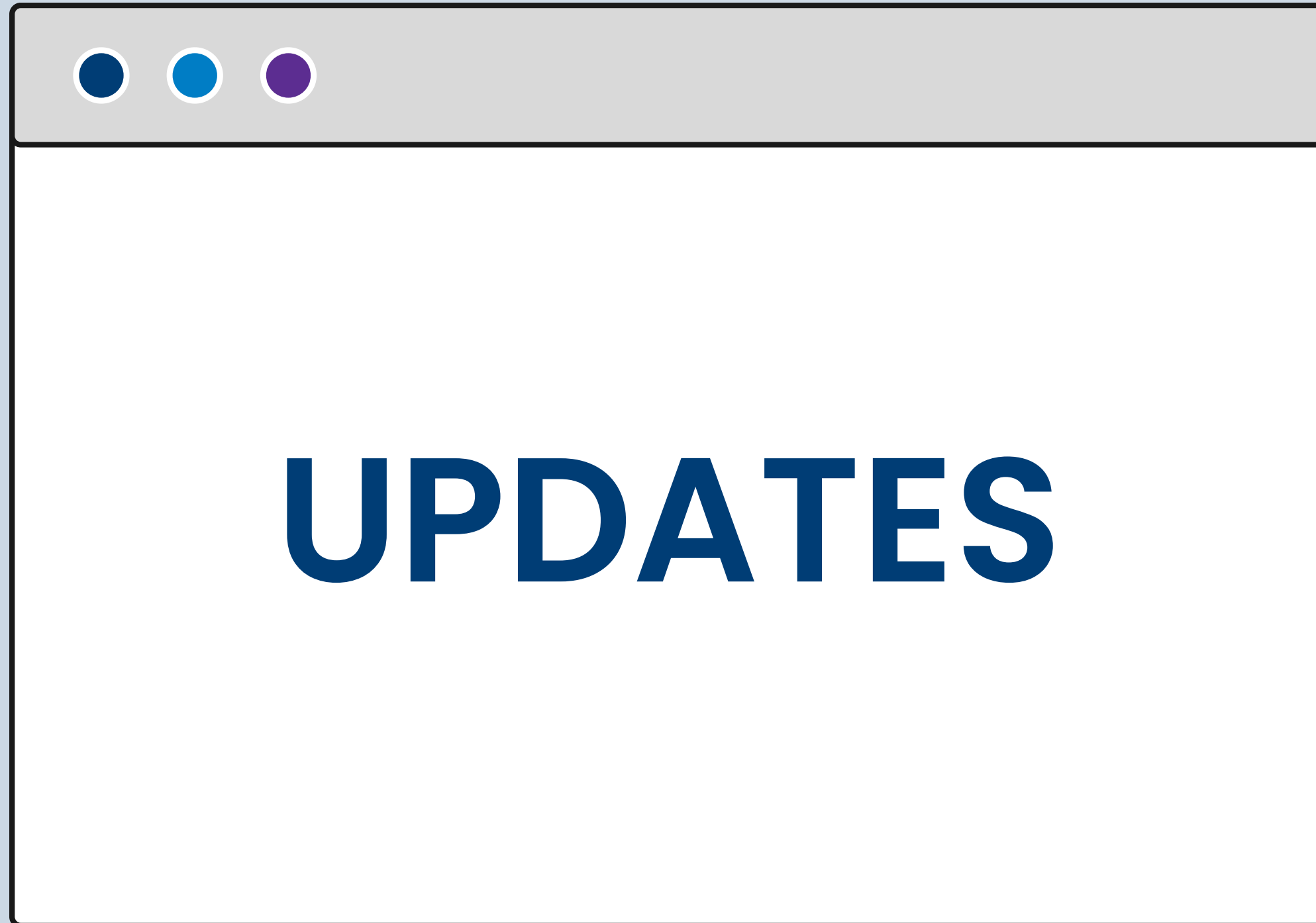
RECENT GIFTS

- Equifax - \$450,000
- County Credit Union - \$100/mo



INVITATIONS/RESEARCH

- Midland States Bank - application deadline is March 31; will be asking for \$15K
- Invited to submit an LOI for the Crawford Taylor Foundation - \$10K.



ESFE PROGRAM

We held two successful Credit Wellness Events at Parkside Financial in March. We have also scheduled a Business Plan workshop with Filament. AND Working Credit has met with us several times with invaluable insight and advice as we build this program.

WEBSITE

The bulk of our build is complete. Design is done and content migration has taken place. However, the Salesforce connection and subsequent creation of the "MyPortal" feature is proving difficult. We've decided to delay the full launch until this piece can be completed.

RECENT RECOGNITION

Prosperity Connection is a finalist for the Biz Journal's Best Places to Work award. We will receive a feature, and find out our 'ranking' on May 17. Sara Middendorf has also received requests for two, national speaking engagements!

CLIENT CELEBRATION

Our 2nd annual Client Celebration was a huge success, despite the weather affecting attendance. U.S. Bank has already committed to sponsoring again. Nikki has also already brainstormed with the team and with Megan Reichmann about scaling up even more next year.

WHAT WE NEED HELP WITH:

Give STL Day!