



# EXTERNAL COMMITTEE

May 2024



prosperity connection®



# **MARKETING & COMMUNICATIONS**



# OUTREACH

Since our last meeting:

- 36,576 reached on Facebook
  - increase of 41.7%
- 440 content interactions
  - decrease of 43.4%
- 436 link clicks
  - increase of 65.8%
- April newsletter
  - 857 (44%) opens; 71 (3%) clicks
- May newsletter
  - 824 (43%) opens; 52 (3%) clicks

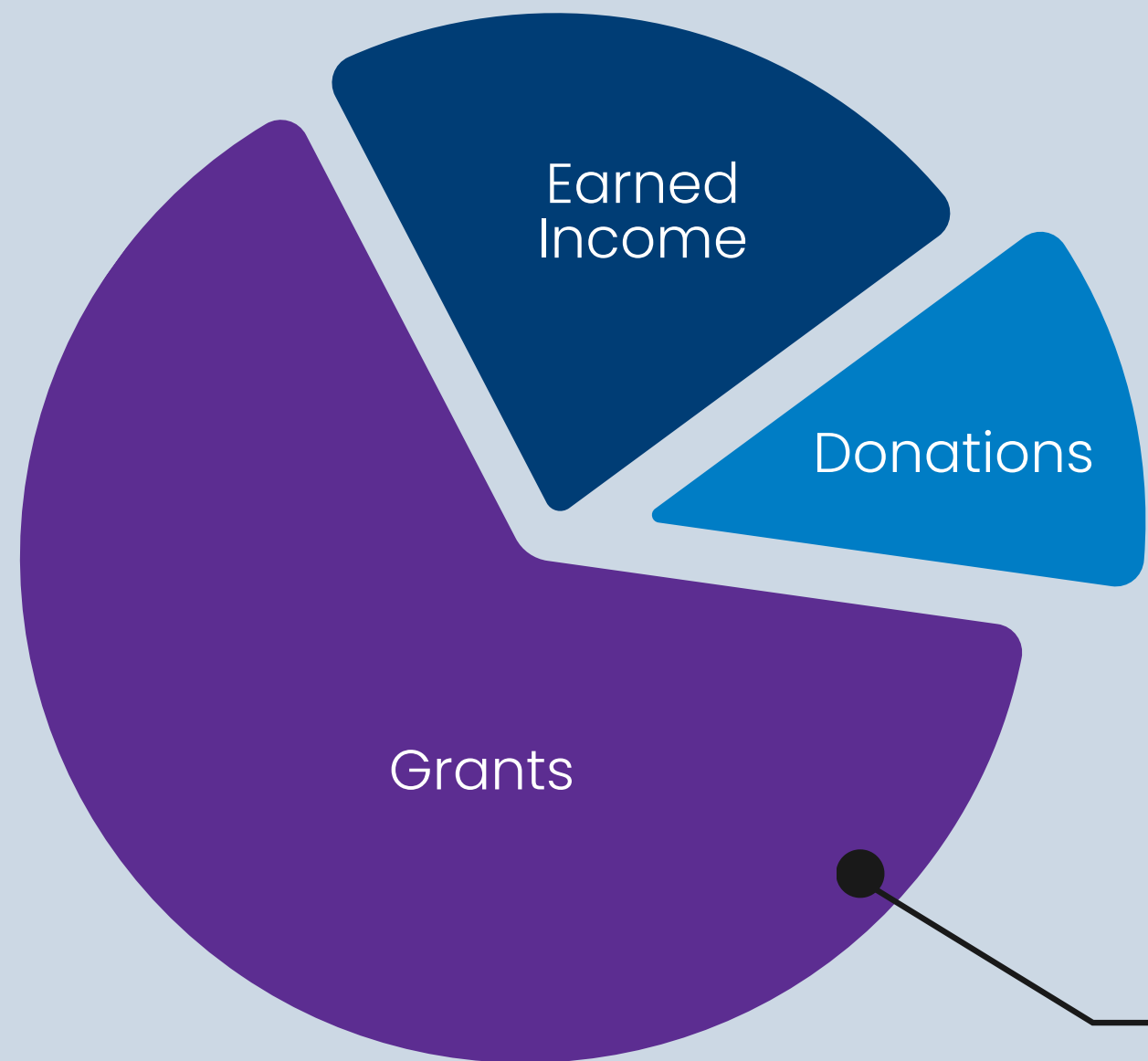
# OUTCOMES

Service	YTD	Goal
Coaching Sessions	310	950
Credit Report Reviews	127	500
Class Pull-Through	32%	37%



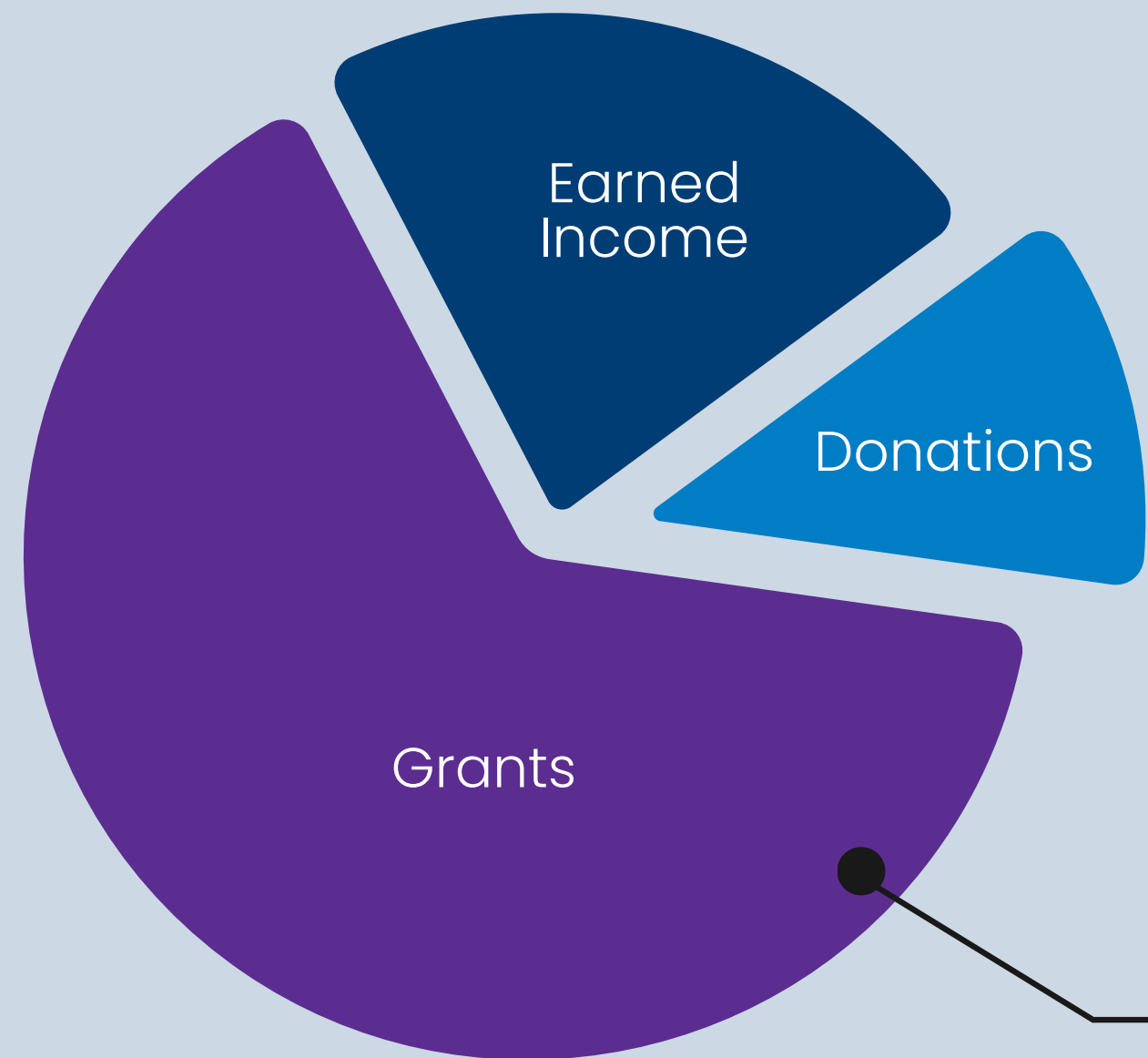
# **INSTITUTIONAL ADVANCEMENT**





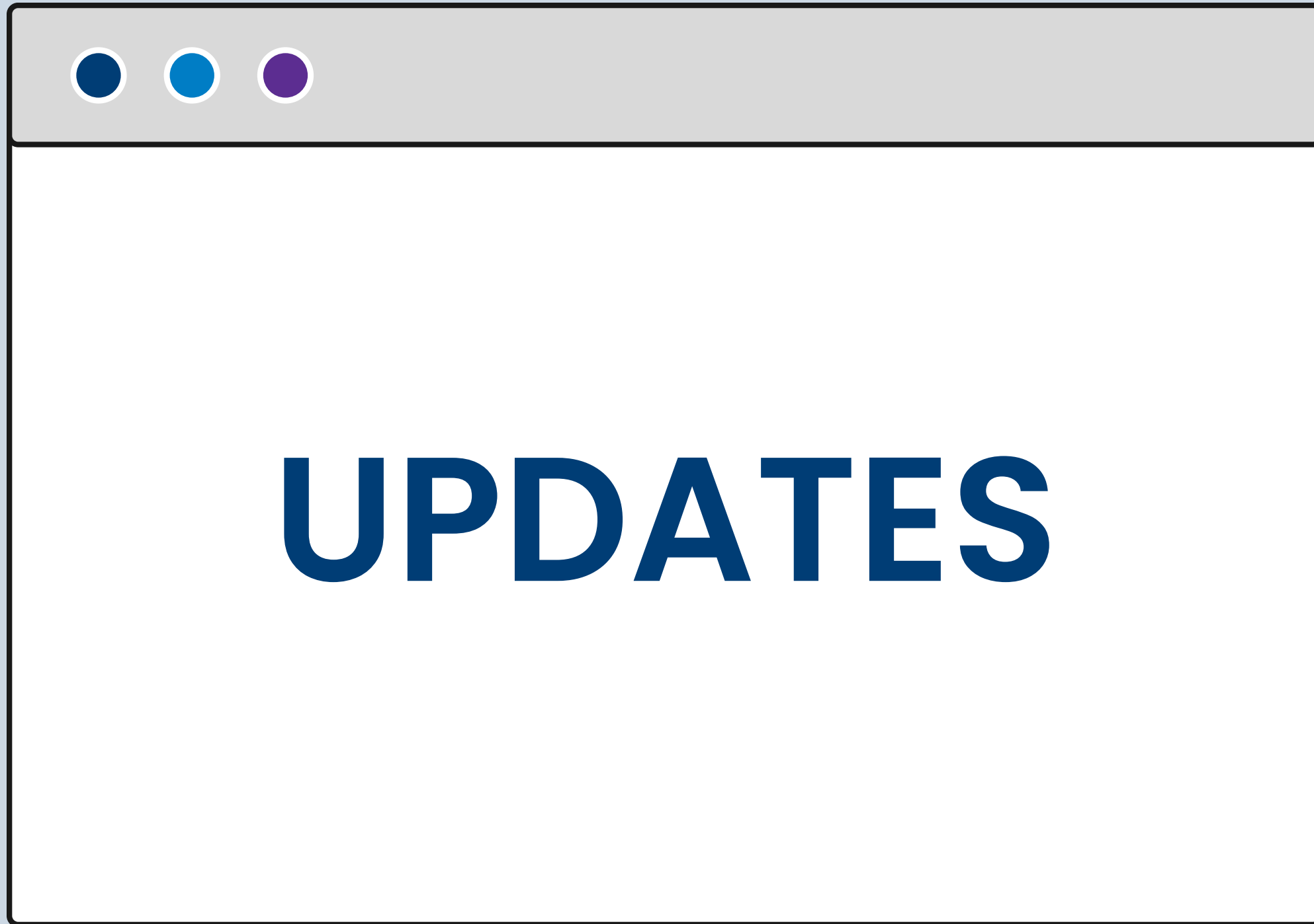
RECENT GIFTS

- Give STL Day - \$3,775
- Enterprise Mobility - \$3,000
- FEI Golf Tournament - \$5,150
- County Credit Union - \$100



## INVITATIONS/RESEARCH

- Moved to the application phase for Crawford Taylor (\$10K)
- Working on an LOI for the Incarnate Word Foundation
- Deaconess Foundation - Seeding the Future Grant (\$20K)



## BEST PLACES TO WORK

At the luncheon last Thursday, the top 3 of each category were announced and Prosperity Connection came in SECOND in the Small company category!!! Our score on the employee survey, which determined placements, was a 98.45/100.

## DAY OF GIVING

Next year, we'd like to consider shifting our time and resources *away* from a focused Give STL Day effort. Instead, we would create our own "day of giving" that coincides with our Client Celebration.

## GOLF TOURNAMENT

On Tuesday, PC was the beneficiary of the Financial Executives International annual golf tournament. It was a (hot) great day! Everyone we met was impressed by our work and several valuable connections were made for future partnerships and even potential grants.



# WHAT WE NEED HELP WITH:

Client Celebration 2025

New Committee Members