



EXTERNAL COMMITTEE

July 2024



prosperity connection®



MARKETING & COMMUNICATIONS



OUTREACH

Since our last meeting:

- 11.2K reached on Facebook
 - decrease of 69.5%
- 504 content interactions
 - increase of 13.8%
- June newsletter
 - 995 (51%) opens; 75 (4%) clicks
- July newsletter
 - 1,023 (53%) opens; 77 (4%) clicks

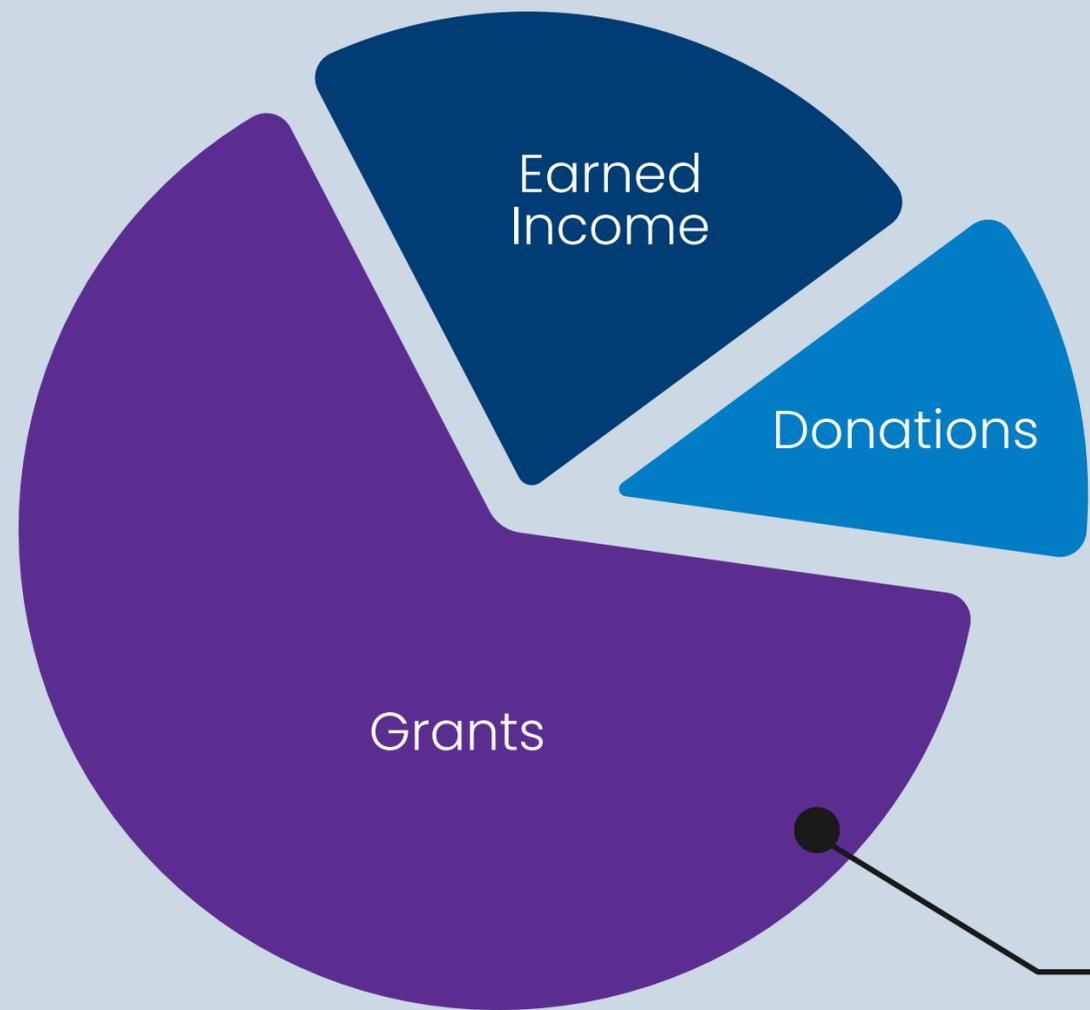
OUTCOMES

Service	YTD	Goal
Coaching Sessions	410	950
Credit Report Reviews	159	500
Class Pull-Through	32%	37%



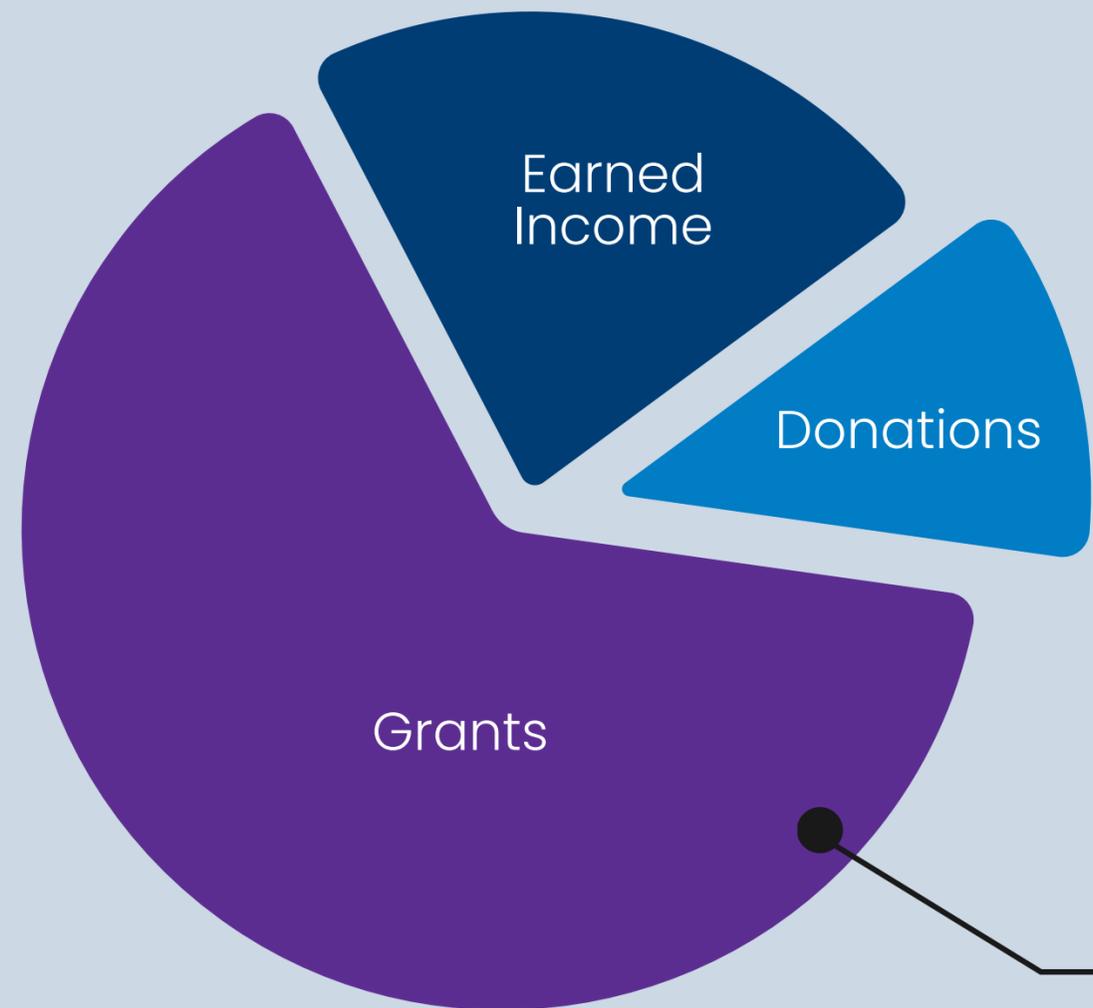
INSTITUTIONAL ADVANCEMENT





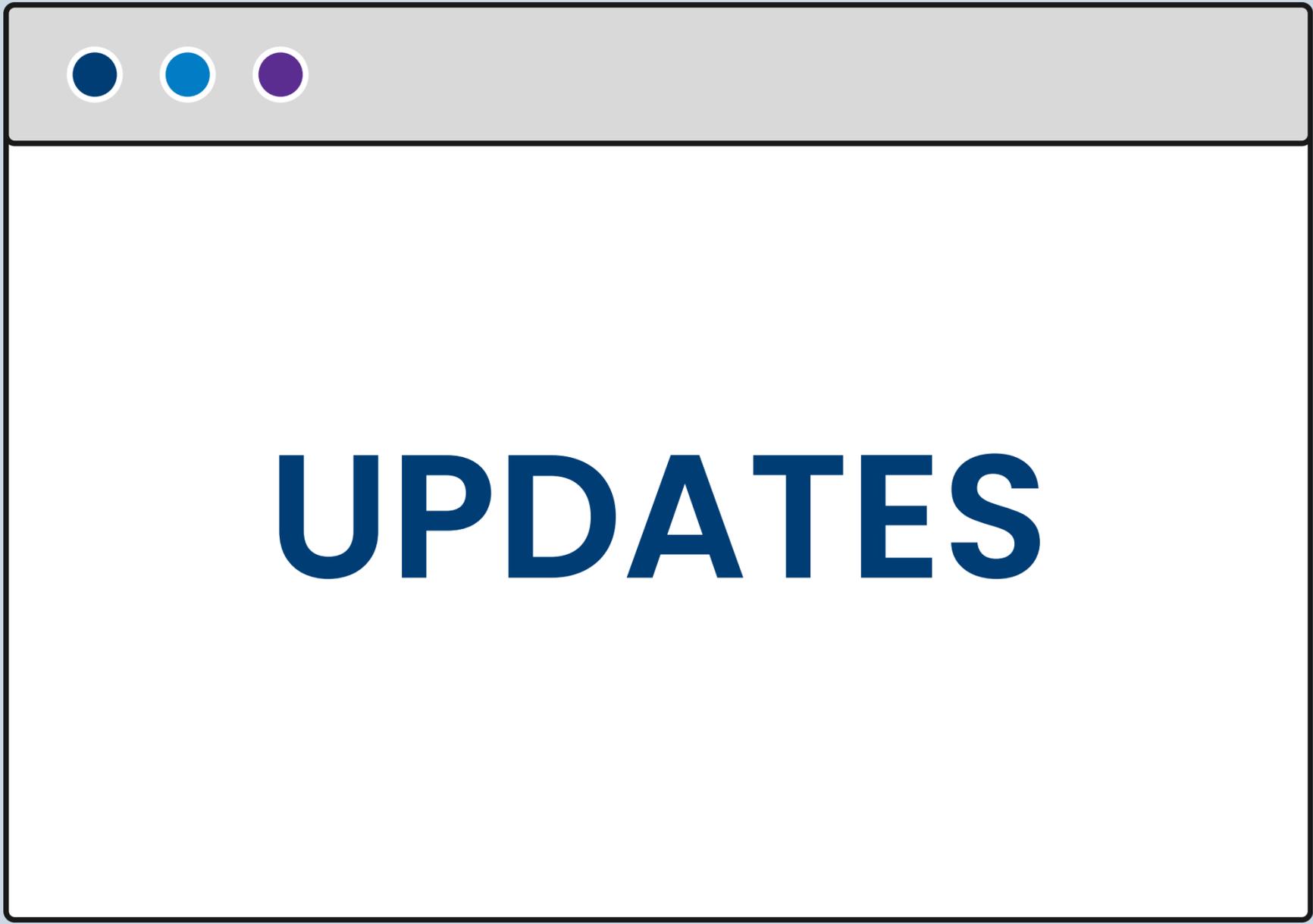
RECENT GIFTS/CONTRACTS

- Another \$3,000 from Enterprise!!
- County Credit Union - \$100
- Earned Income:
 - \$750 - Brown & Crouppen
 - \$3,200 - Mission: St. Louis
 - \$425 - Parkside Financial
 - \$10K - SBEC
 - \$1,000 - SJHI
 - \$4,800 - St. Louis Development Corporation



INVITATIONS/RESEARCH

- Invited to final application for Incarnate Word Foundation (asking for \$10k)
- \$5K capacity-building grant from Tracy Family Foundation
- \$10k tech innovation grant



CARROLLTON PARTNERSHIP

On July 8th Suzanne Hough was in our office to sign a 3-year partnership commitment to continue our funded coach model! This is VERY exciting as they are the 2nd institution to sign a multi-year agreement with us. We are so grateful for their continued support!

INTERNAL WORK

We're working on two exciting projects internally - an organizational KPI document and defining our Best in Class pillars. These will be beneficial in not only creating internal cohesion and understanding but also refining our language and 'pitch' to external funders.

MISCELLANEOUS

Our new website **finally** launched on June 7th; Sara Middendorf did an amazing job on her CBA conference panel; Robert Nelson did a great interview with KMOX; Parkside Financial's 401k team is officially pitching ESFE to their clients; and we're working to **expand** our Life Cycle of a Client tool (starting with Philanthropy).

WHAT WE NEED HELP WITH:

Day of Giving 2025

Funder Outreach Assistance