



EXTERNAL COMMITTEE

November 2024



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MARKETING & COMMUNICATIONS



OUTREACH

Since our last meeting:

- 27K reached on Facebook
 - increase of 116.5%
- 430 content interactions
 - increase of 17.2%
- October newsletter
 - 1,276 unique opens - 62%
 - clicks (PUO) - 12%
- November newsletter
 - 1,355 unique opens - 64%
 - clicks (PUO) - 6%

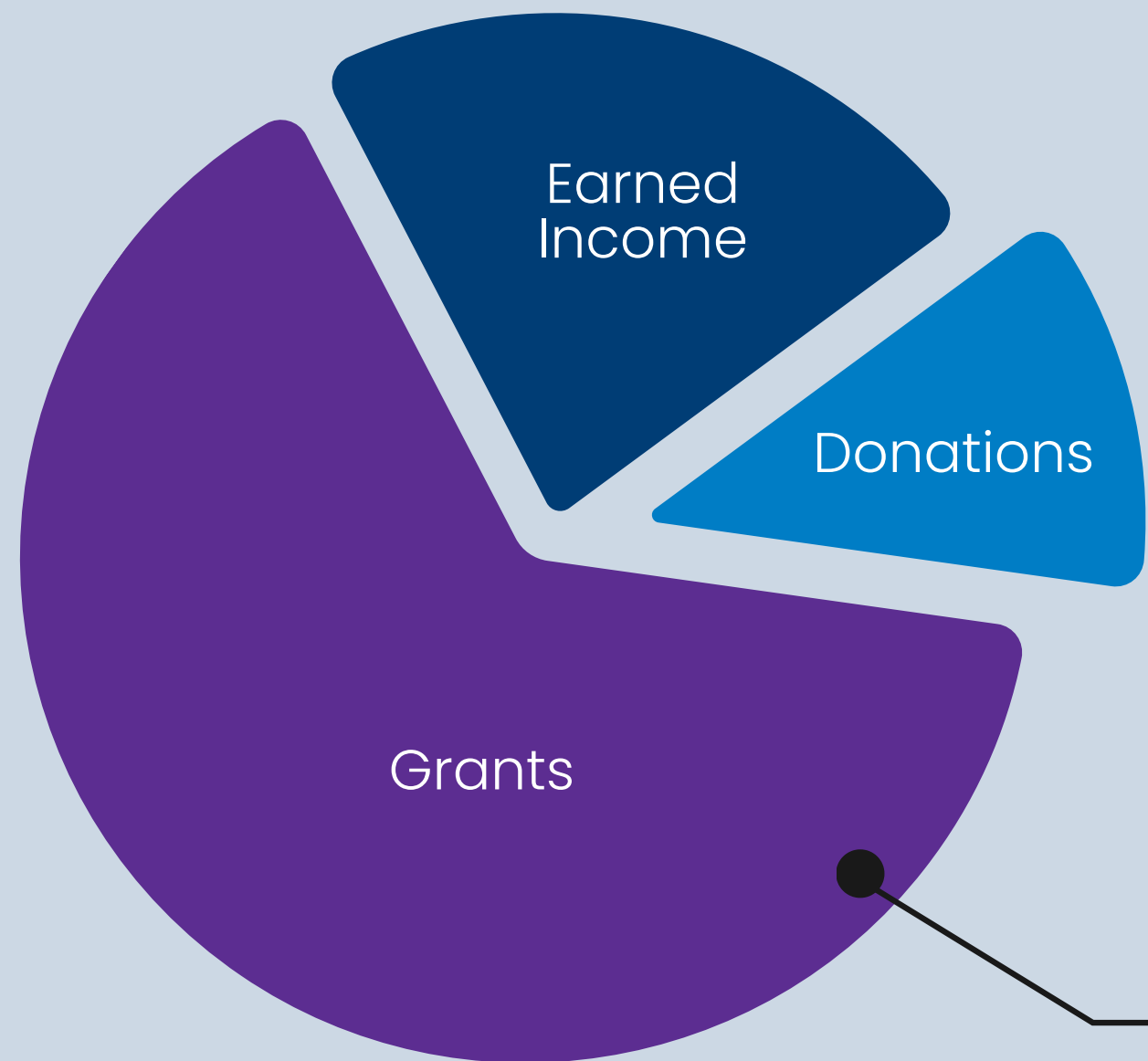
OUTCOMES

Service	YTD	Goal
Coaching Sessions	722	950
Credit Report Reviews	349	500
Class Pull-Through	41%	37%



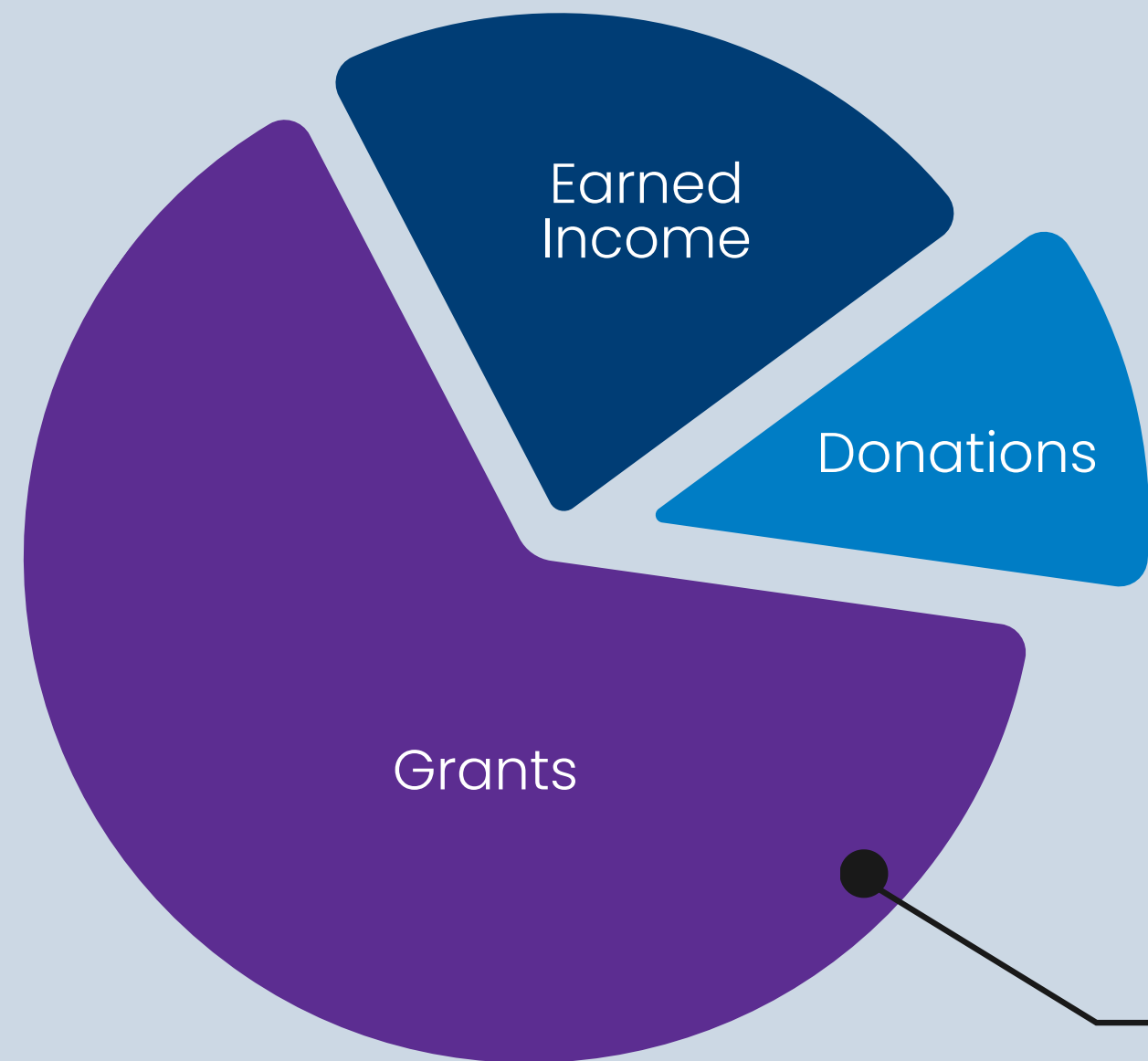
INSTITUTIONAL ADVANCEMENT





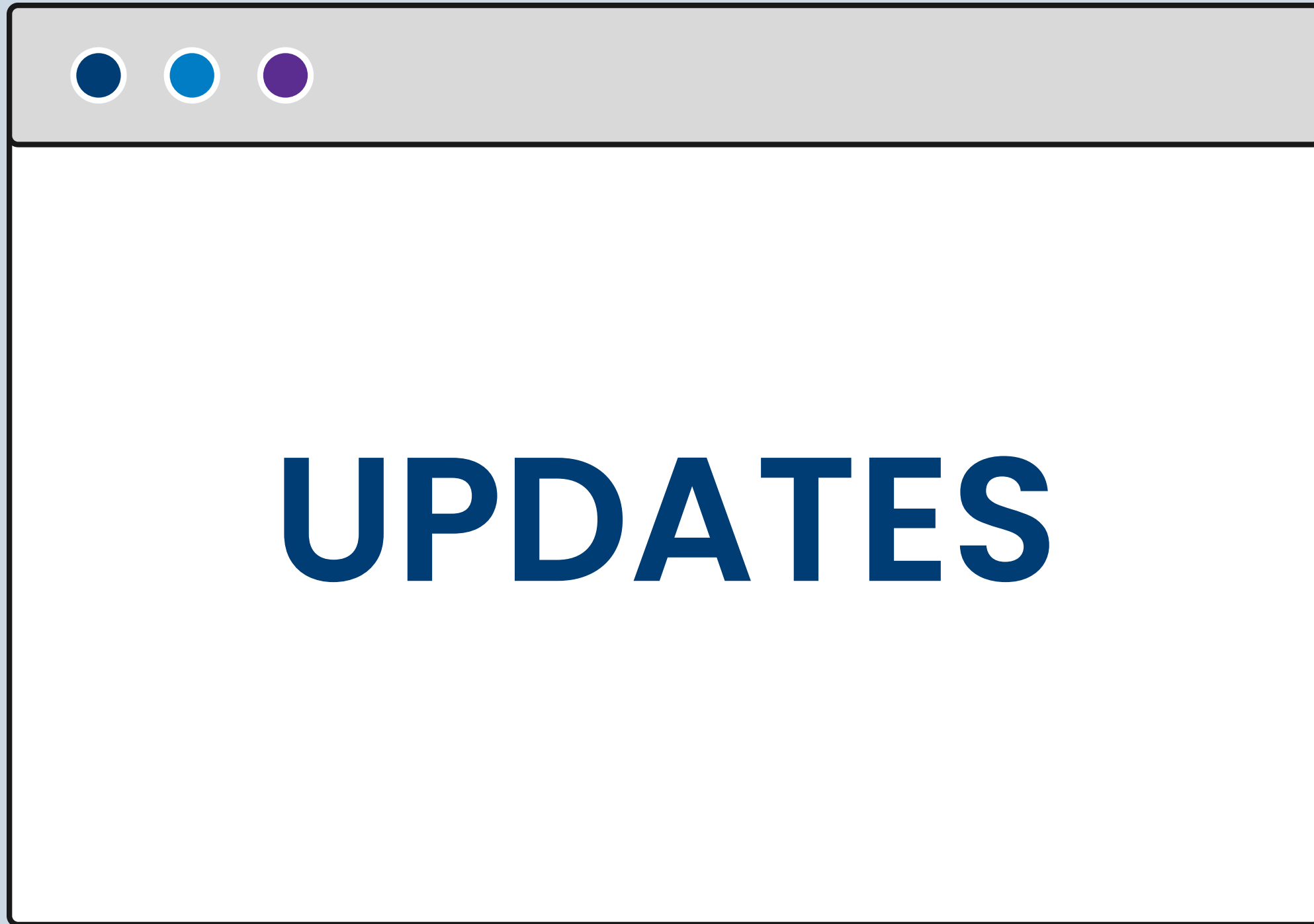
RECENT GIFTS/CONTRACTS

- \$5,000 - Incarnate Word Foundation (also going to be used for our client portal)
- \$2,500 - Commerce Bank
- County Credit Union - \$100
- Earned Income:
 - CHOICES Program - \$3,400
 - Brown & Crouppen - looking to do a CWE next year
 - Butler's Pantry - reconvening in December to discuss ESFE



RESEARCH/APPLICATIONS

- Q4 applications:
 - RGA - completed; requested \$3,000 for Client Celebration sponsorship
 - Deaconess Foundation - completed; requested \$20K GOS
 - NISA Charitable Fund - invited back; will submit an app for \$50K
 - Centene Foundation



EQUIFAX CWE

After a very successful event last year, EFX 'upped the ante' this year! We conducted 2 days of in-person and 2 weeks of virtual credit reviews, serving 99 folks in total. 20 employees signed up for coaching after their credit review! Heather S, part of our STLBC team, was critical in figuring out the logistics and timing.

SPANISH FB PAGE

Together with Pablo and Veronica, Nikki and Julianna are building out a FB page specifically for our Spanish-speaking audience. Veronica and Pablo have great ideas for engaging their community and after a brief training period, they will function as the exclusive admins for this page.

STORYTELLING CONFERENCE

Julianna and Nikki just returned from the Nonprofit Storytelling Conference in New Mexico. It was a PHENOMENAL experience! High-quality speakers, valuable connections made, and a gorgeous setting. They're excited to put all of their new knowledge to work in 2025 as we build an individual giving program.

PROCESS FLOW MAPPING

With the help of Aaron Jaconis, SLT has been working to build out process flows for our Grant and Earned Income work. This ensures that: SOPs are developed, we can address any bottlenecks and equipment needs, we reduce duplicative work, and we eliminate areas of ambiguity and miscommunication.

WHAT WE NEED HELP WITH:

2024 Year in Review

End of Year Giving