



# EXTERNAL COMMITTEE

March 2025



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# **MARKETING & COMMUNICATIONS**



# OUTREACH

Since our last meeting:

- 23.4K reached on Facebook
  - increase of 11.4%
- 241 content interactions
  - decrease of 32.5%
- February newsletter
  - 1,189 unique opens - 52.9%
  - clicks (PUO) - 9.8%
- March newsletter
  - 1,221 unique opens - 53.4%
  - clicks (PUO) - 6.5%

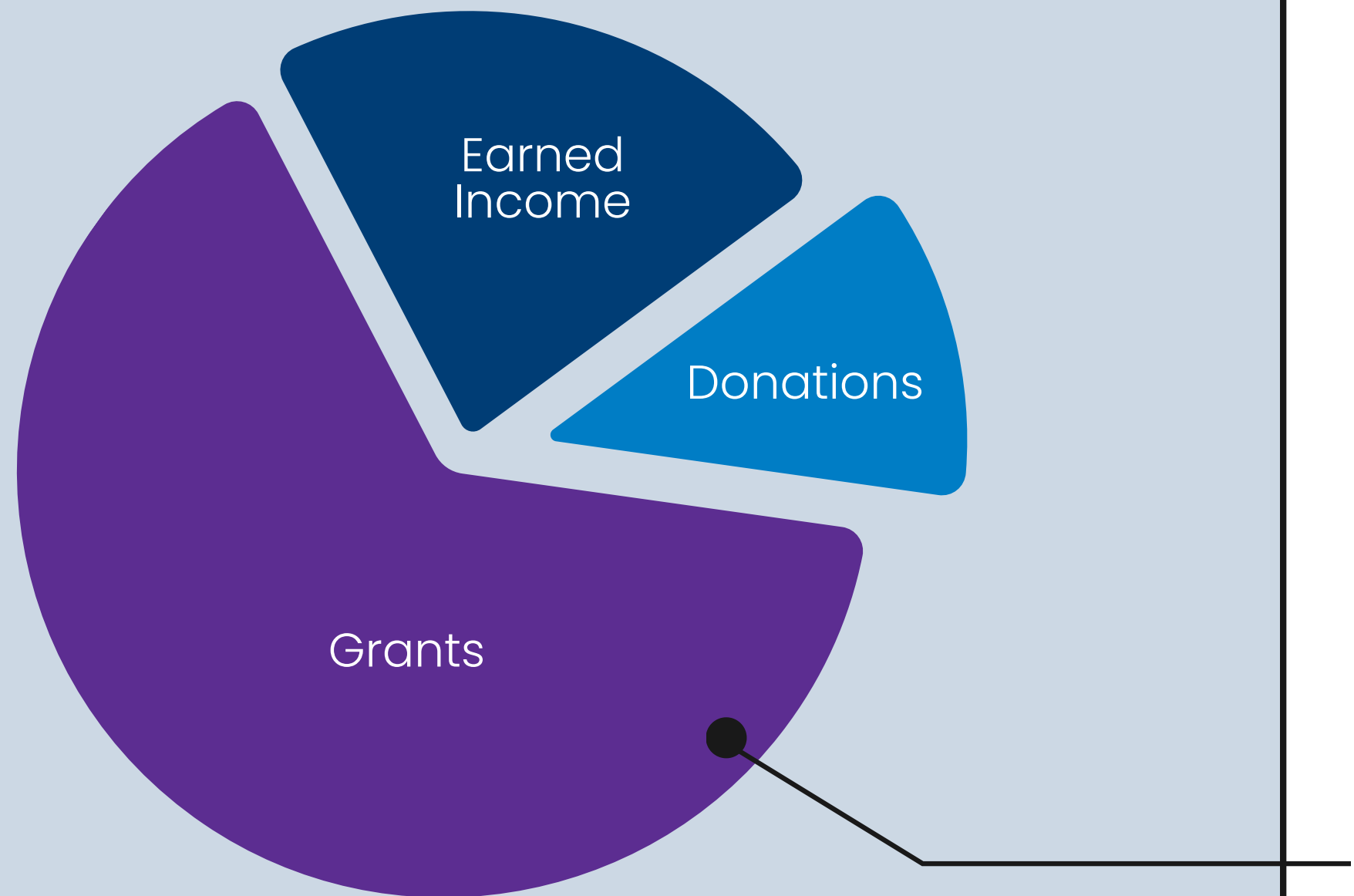
# OUTCOMES

Service	YTD	Goal
Coaching Sessions	181	804 ≤
Credit Report Reviews	43	357 ≤
Class Pull-Through	50.6%	37% ≤



# **INSTITUTIONAL ADVANCEMENT**



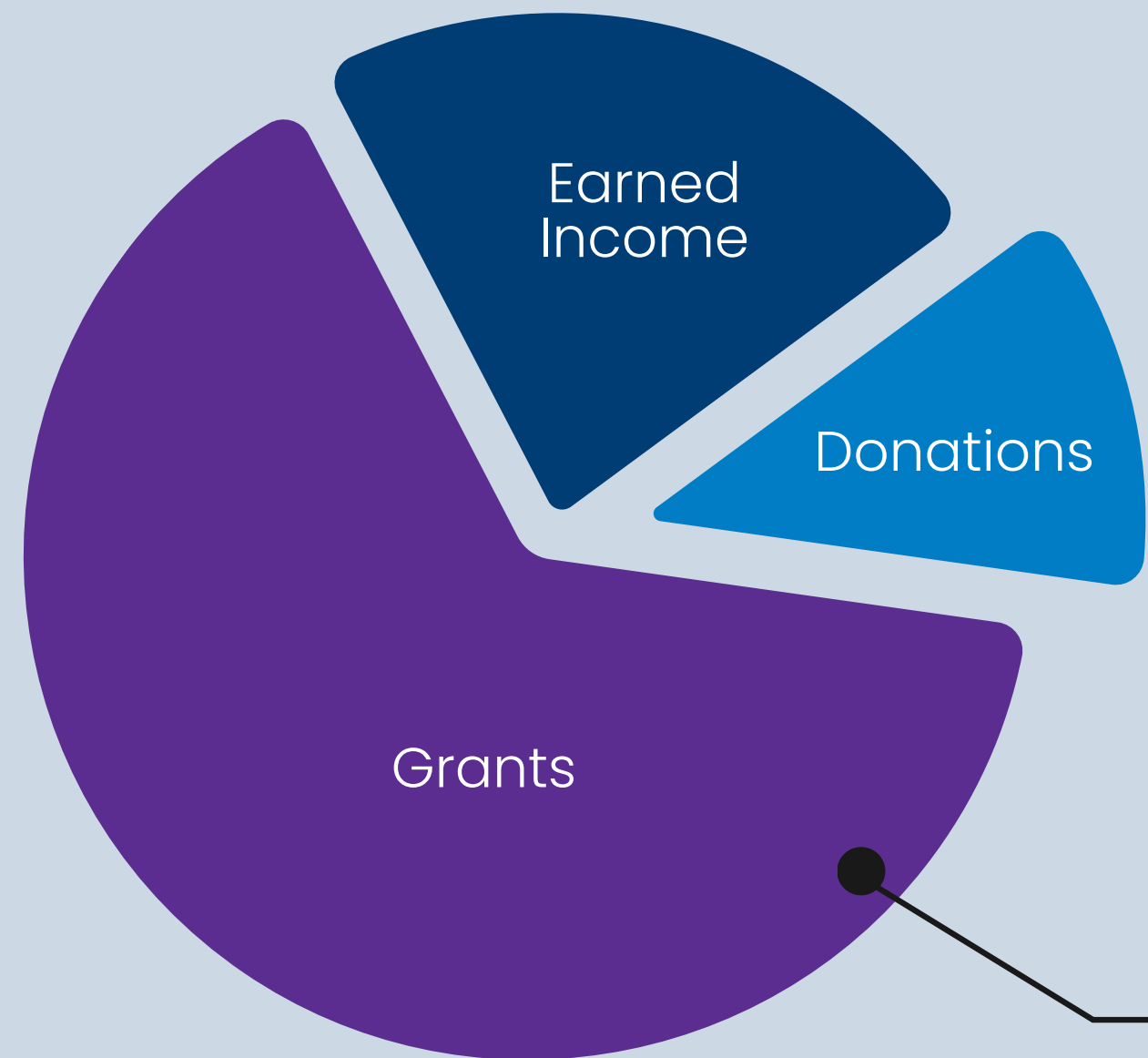


# RECENT GIFTS/CONTRACTS

- \$100k – Edward Jones
- \$70k – U.S. Bank (Year 3 of 3)
- \$50k – NISA
- \$25k – Carrollton Bank
- \$25k – First Bank
- \$25k – Moneta Charitable Foundation
- \$2,500 – Central Bank
- \$50 – DeAiris Montgomery (client)
- \$100 – Edward Jones matching donation
- \$100 – U.S. Bank matching donation
- \$3,000 – RGA (supporting sponsor)
- \$1,000 – First Bank (client sponsor)
- \$1,000 – Carrollton (client sponsor)
- \$1,000 – USA Mortgage (client sponsor)
- \$1,000 – BJC (client sponsor)

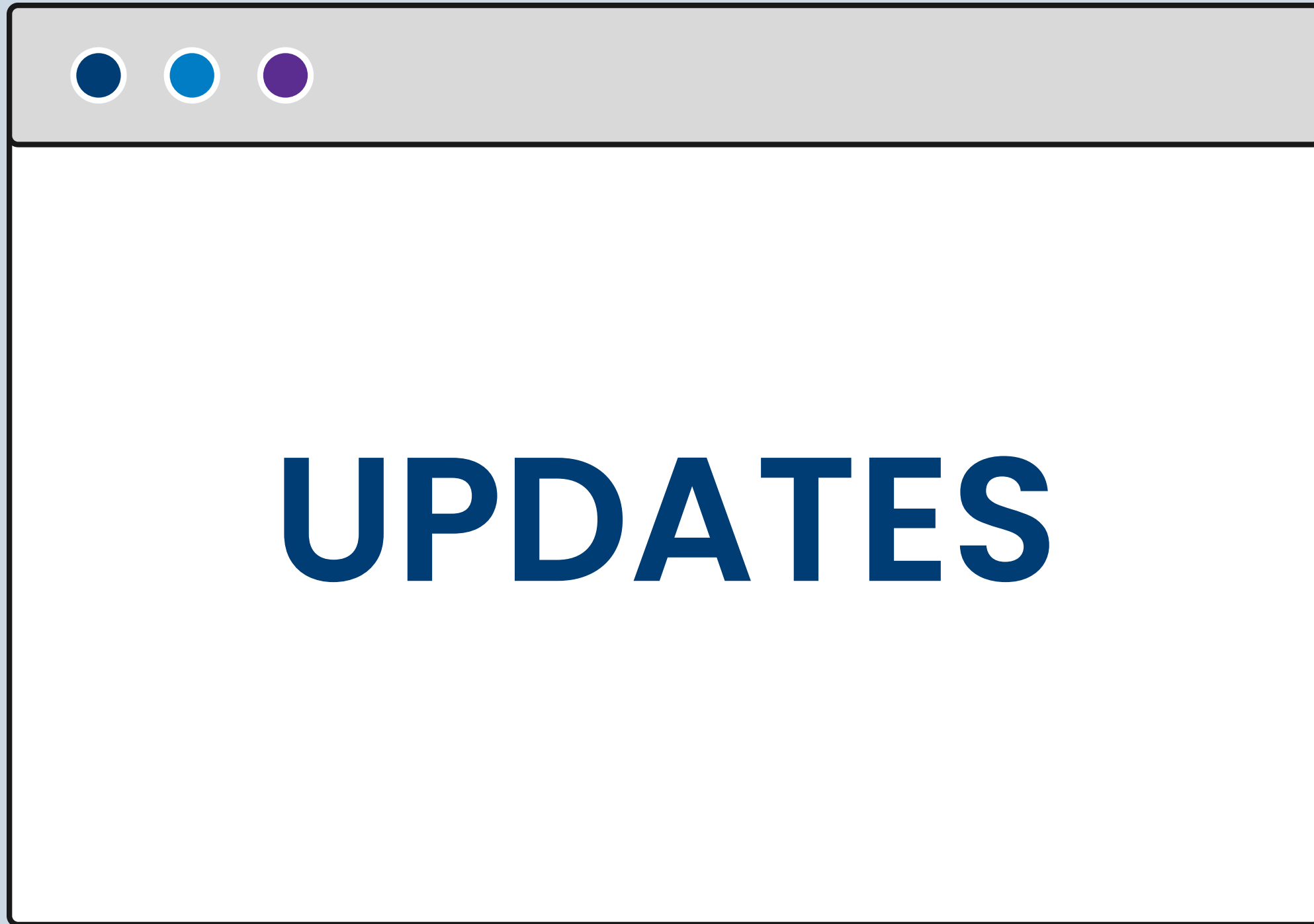
## Earned Income:

- THISTL – \$850
- Royal Banks of Missouri – \$500



## RESEARCH/APPLICATIONS

- Q1 applications:
  - Midland States Bank re-application - \$25K
  - focused on Client Celebration sponsorships
  - secured invitation to Marillac Mission Fund - process begins April 29



## MARKETING INTERNSHIP

Nikki and Julianna just completed the interview process for a Digital Media Intern. Romina (Rome) Diaz-Rivero, a BFA student at Wash U, will join our team for 1 year, starting April 11. She will focus exclusively on social media, especially graphic creation, in order to free up more of Nikki and Julianna's time for higher-impact initiatives.

## CLIENT CELEBRATION

Client Celebration preparations are coming along nicely. We have secured 4 of 5 Client Sponsors, 1 Supporting Sponsor, our caterer (Russo's), and we've completed the client videos that will be part of the program. We still have 2 sponsorship asks pending. You should have your invitation by now; be sure to RSVP!

## CCRI PARTNERSHIP

We've been working with CCRI as part of our membership in the Edward Jones cohort. However, our needs are now outgrowing what is covered by EDJ. As such, we are entering into a SOW with CCRI in order to help us continue analyzing and refining our impact data.

## WORK PLAN AND RISK ITEMS

Megan Reichmann has updated the board work plan - leadership will review, edit if necessary, and then distribute to the board and committees. We will also revisit the risk matrix for the organization to review committee responsibilities for the rest of the year.



# WHAT WE NEED HELP WITH:

Board & Committee Training

Plan to Attend Client Celebration