

EXTERNAL COMMITTEE

November 2025

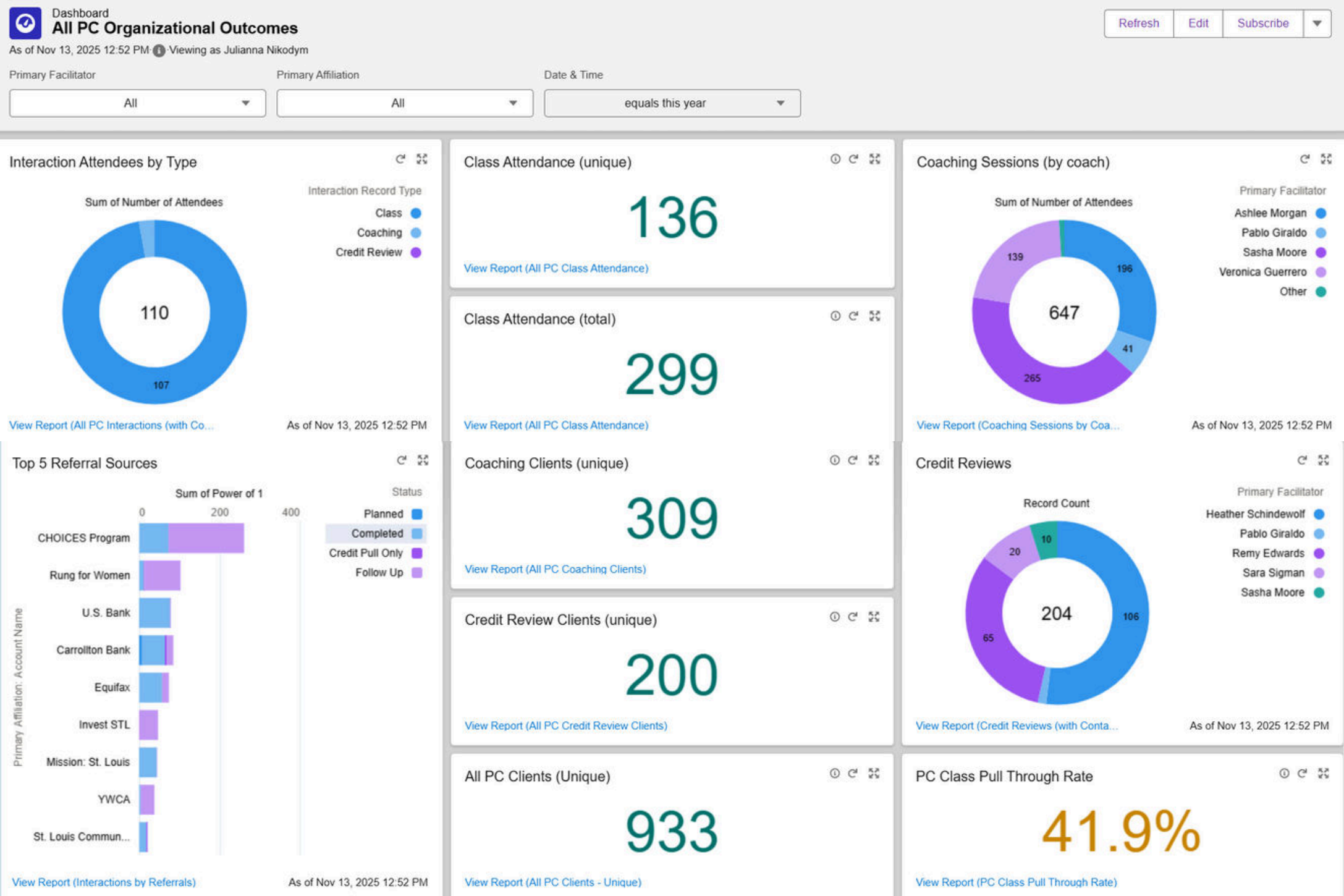


prosperity connection®



MARKETING & COMMUNICATIONS

SALESFORCE METRICS



OUTCOMES

Service	YTD	Goal
Coaching Sessions	647	804 ≤
Credit Report Reviews	204	357 ≤
Class Pull-Through	41.9%	37% ≤

MY RECOMMENDATIONS

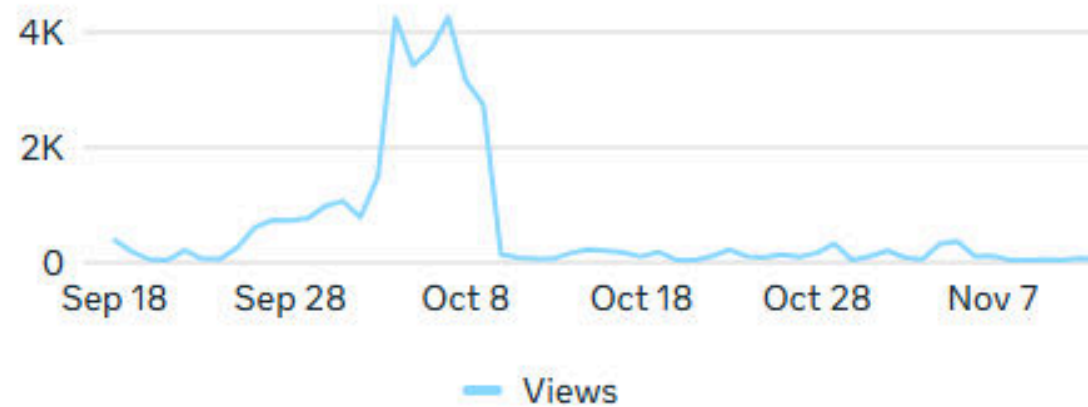
- COACHING SESSIONS → UNIQUE COACHING CLIENTS
- CREDIT REPORT REVIEWS → KEEP AS IS
- **ADD #** OF CREDIT WELLNESS EVENTS
- CLASS PULL-THROUGH RATE → KEEP AS IS
- **ADD #** OF UNIQUE CLASS ATTENDEES

FACEBOOK METRICS

Views ⓘ

↓ Export ▾

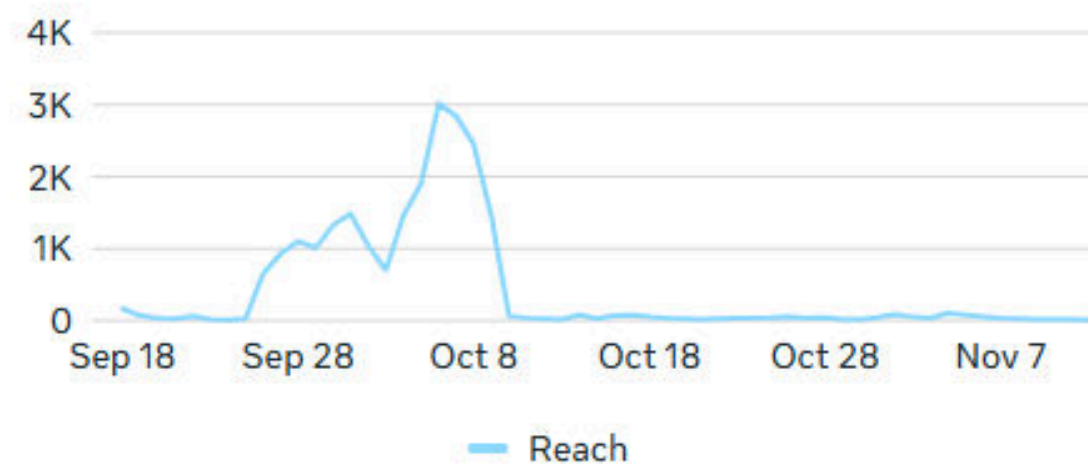
34.5K ↑ 260.4%



Reach ⓘ

↓ Export ▾

18.8K ↑ 714.4%



Visits ⓘ

↓ Export ▾

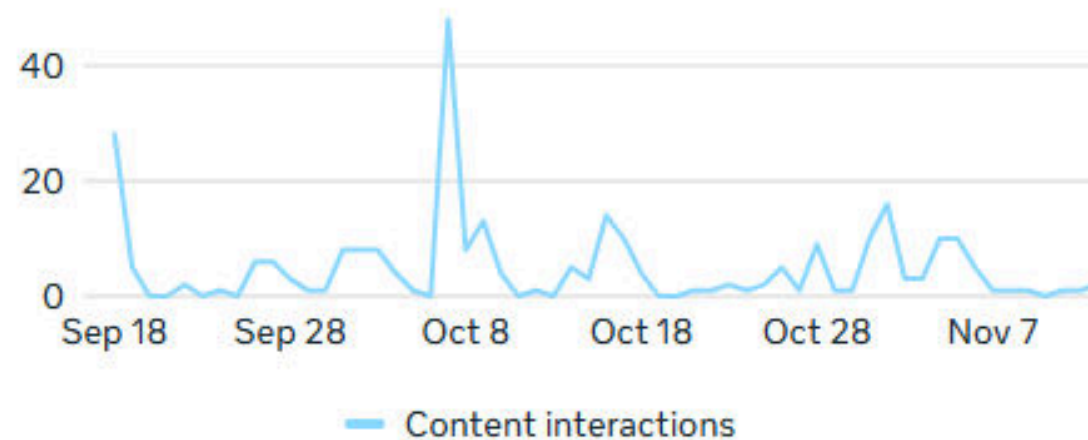
890 ↑ 25.5%



Content interactions ⓘ

↓ Export ▾

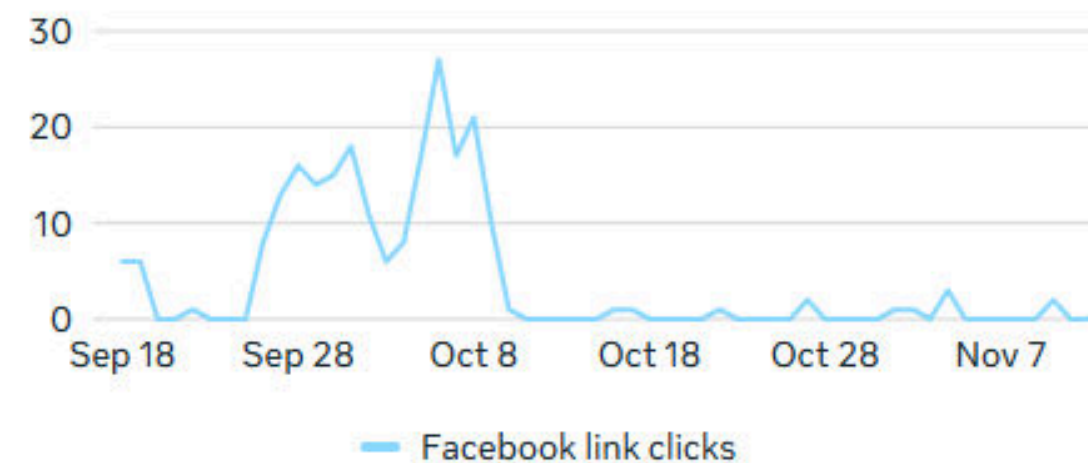
280 ↑ 57.3%



Link clicks ⓘ

↓ Export ▾

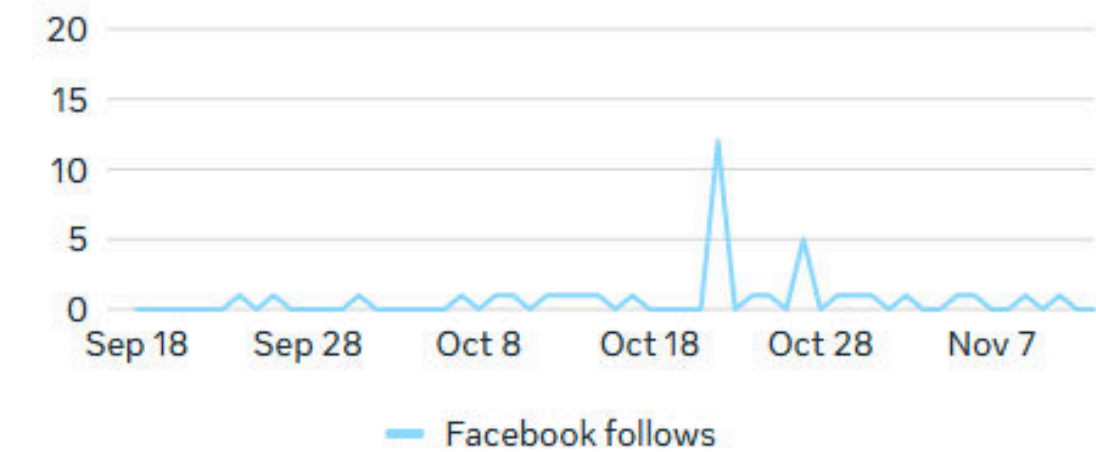
228 ↑ 891.3%



Follows ⓘ

↓ Export ▾

38 ↑ 90%



MY RECOMMENDATIONS

- **NET FOLLOWER GROWTH** – INDICATES WHETHER OUR PRESENCE IS EXPANDING, SHRINKING, OR STAGNATING
- **CONTENT INTERACTIONS** – INDICATES RESONANCE; ARE WE POSTING THINGS THAT MATTER AND THAT OUR AUDIENCE FINDS INTERESTING?
- **LINK CLICKS** – INDICATES CONVERSION/INTENT; SOMEONE CARES ENOUGH TO LEAVE FACEBOOK AND GO DEEPER
- **VIEWERS** – SHOWS THE ACTUAL NUMBER OF PEOPLE SEEING OUR CONTENT; ARE WE REACHING MORE PEOPLE THAN THE LAST PERIOD?; ARE BOOSTS/CAMPAIGNS PAYING OFF?


+ TOP 3 POSTS OF RECENT PERIOD

LINKEDIN METRICS

- Impressions
- Members reached
- Clicks
- Reactions
- Comments
- Reposts
- Engagement rate
- Page views
- Number of unique visitors
- Total followers
- Number of new followers
- Search appearances

These metrics are a fairly new addition to LinkedIn which is very exciting as we work to build our presence and promote ESFE!

LINKEDIN CONTENT ENGAGEMENT

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows	Engagement rate
<p>SO incredibly proud of Sasha! And she's not the only one - Heather Mayhew Schindewolf also passed her...</p> <p>Posted by Nikki Whetsell</p> <p>11/18/2025</p> <p>This post type can't be boosted. ? Boost</p>	Repost	All followers	96	-	6	6.25%	7	0	0	-	13.54%
<p>St. Louis nonprofit uses financial education to shrink the credit divide</p> <p>Posted by Nikki Whetsell</p> <p>10/31/2025</p> <p>Get up to 220,000 more impressions by boosting this post. ? Boost</p>	Article	All followers	90	-	0	0%	4	0	0	-	4.44%
<p> October is spooky season, but your finances shouldn't be scary. Here's one common "trick" to...</p> <p>Posted by Nikki Whetsell</p> <p>10/28/2025</p> <p>Get up to 59,000 more video views by boosting this post. ? Boost</p>	Video	All followers	50	14	1	2%	2	0	0	-	6%

MY RECOMMENDATIONS

- **NEW FOLLOWERS** – INDICATES TRACTION AND GROWING INFLUENCE
 - **UNIQUE MEMBERS REACHED** – BETTER INDICATION (THAN IMPRESSIONS) OF TRUE VISIBILITY
 - **ENGAGEMENT RATE** – INDICATES CONTENT RESONANCE
 - **CLICKS** – INDICATES INTEREST AND INTENT
 - **SEARCH APPEARANCES** – PROXY INDICATOR OF BRAND RELEVANCE AND THOUGHT LEADERSHIP
- + TOP 3 POSTS OF RECENT PERIOD

MAILCHIMP METRICS

Email performance

October 1, 2025 - November 13, 2025 • Excludes Apple MPP



Open rate

13.0%

463 opened



Click rate

2.7%

96 clicked



Bounce rate

3.5%

128 bounced



Unsubscribe rate

0.31%

11 unsubscribed

Additional email details

Deliveries

3,555 (96.5%)

Clicks per unique opens

20.7%

Total opens

982

Total clicks

727

Last opened

Nov 12, 2025 8:25 pm

Last clicked

Oct 15, 2025 8:28 am

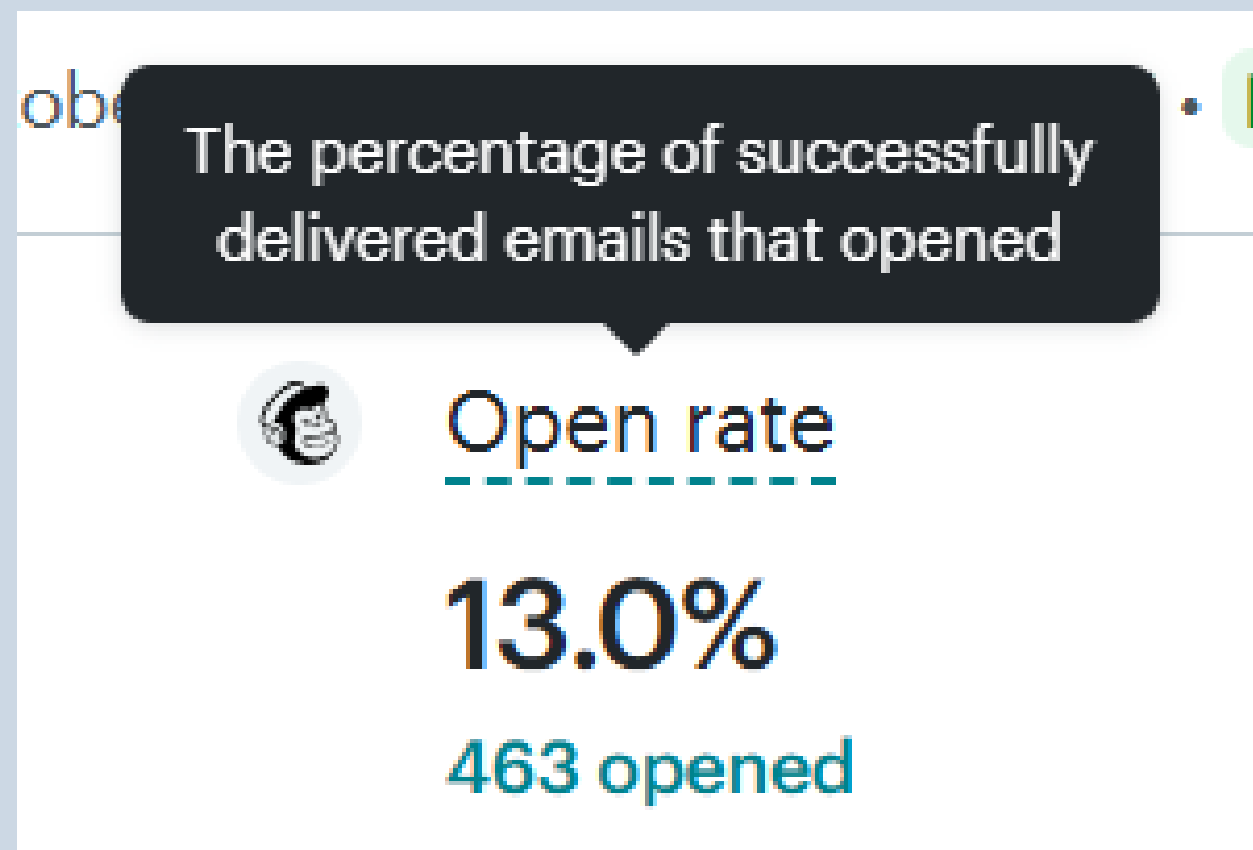
Forwarded

0

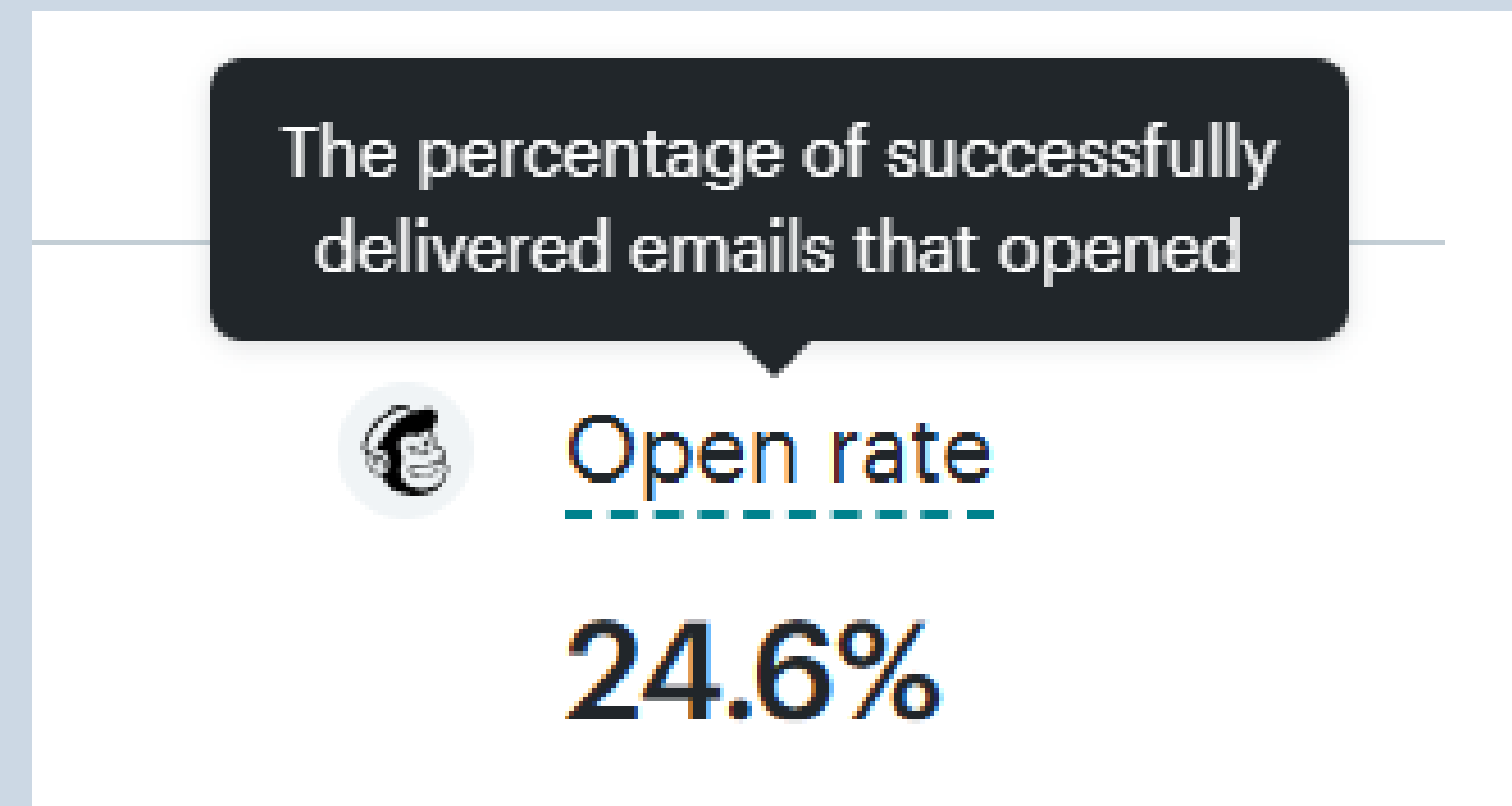
Abuse reports

4

MAILCHIMP METRICS



EMAIL PERFORMANCE TAB



RECIPIENT ACTIVITY SUMMARY

MAILCHIMP METRICS

Recipient activity summary

October 1, 2025 - November 13, 2025



Total sends

3,683



Total opens

1,593

The number of times an email was opened by recipients. This count contains multiple opens by individual recipients.



Open rate

24.6%

Opened

October 1, 2025 - November 13, 2025 • 874 recipients

Export recipients

MAILCHIMP METRICS

Overview

Click performance

Recipient activity

Ecommerce

Content Optimizer

Social

More

Links in this email

View click map

Oct 1, 2025 - Nov 13, 2025 • 15 links

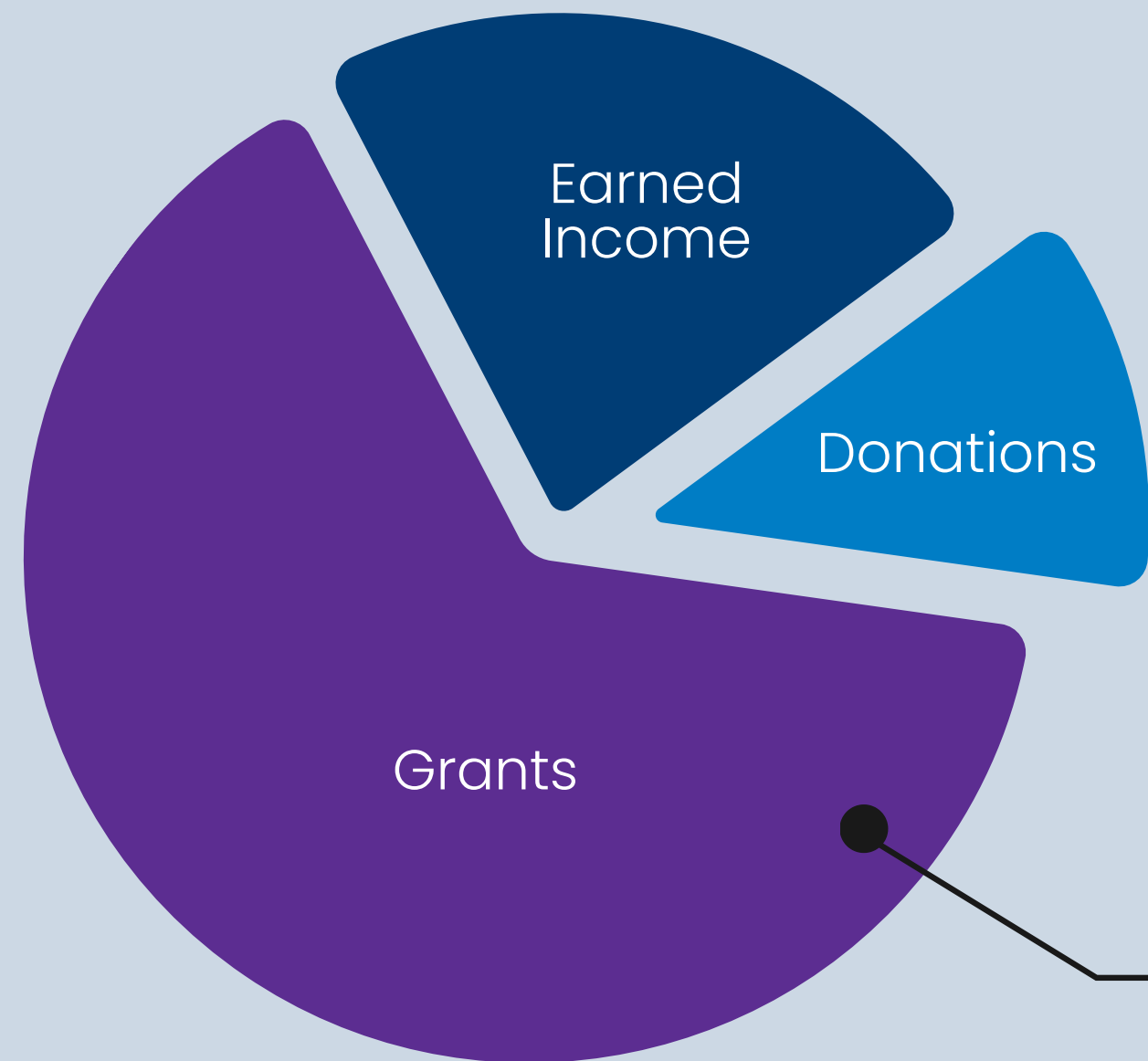
URL	Total clicks	% of Total clicks	Unique clicks	% of Unique clicks
https://prosperityconnection.org/wp-content/upload...	114	15.7%	75	13.3%
https://prosperityconnection.org/get-started/	103	14.2%	82	14.5%
https://cwescene.com/halloween-in-the-central-west...	99	13.6%	74	13.1%
https://www.nerdwallet.com/article/finance/how-to-...	71	9.8%	59	10.4%
https://www.facebook.com/events/1034079455531825/1...	68	9.4%	60	10.6%
https://prosperityconnection.org/	63	8.7%	58	10.2%
https://prosperityconnection.org/get-started	61	8.4%	56	9.9%
https://mohistory.org/events/ghost-stories-and-gui...	56	7.7%	51	9.0%
http://prosperityconnection.org/get-started/	32	4.4%	13	2.3%
= 727		= 566		

MY RECOMMENDATIONS

- **OPEN RATE %** – INDICATES TRACTION
 - **UNIQUE CLICK PER OPEN RATE %** – INDICATES INTEREST AND INTENT
 - **TOP PERFORMING CONTENT TOPIC** – INDICATES CONTENT RESONANCE
- + BEGIN TO INCLUDE DATA FROM NEW PARTNER/FUNDER NEWSLETTER



INSTITUTIONAL ADVANCEMENT

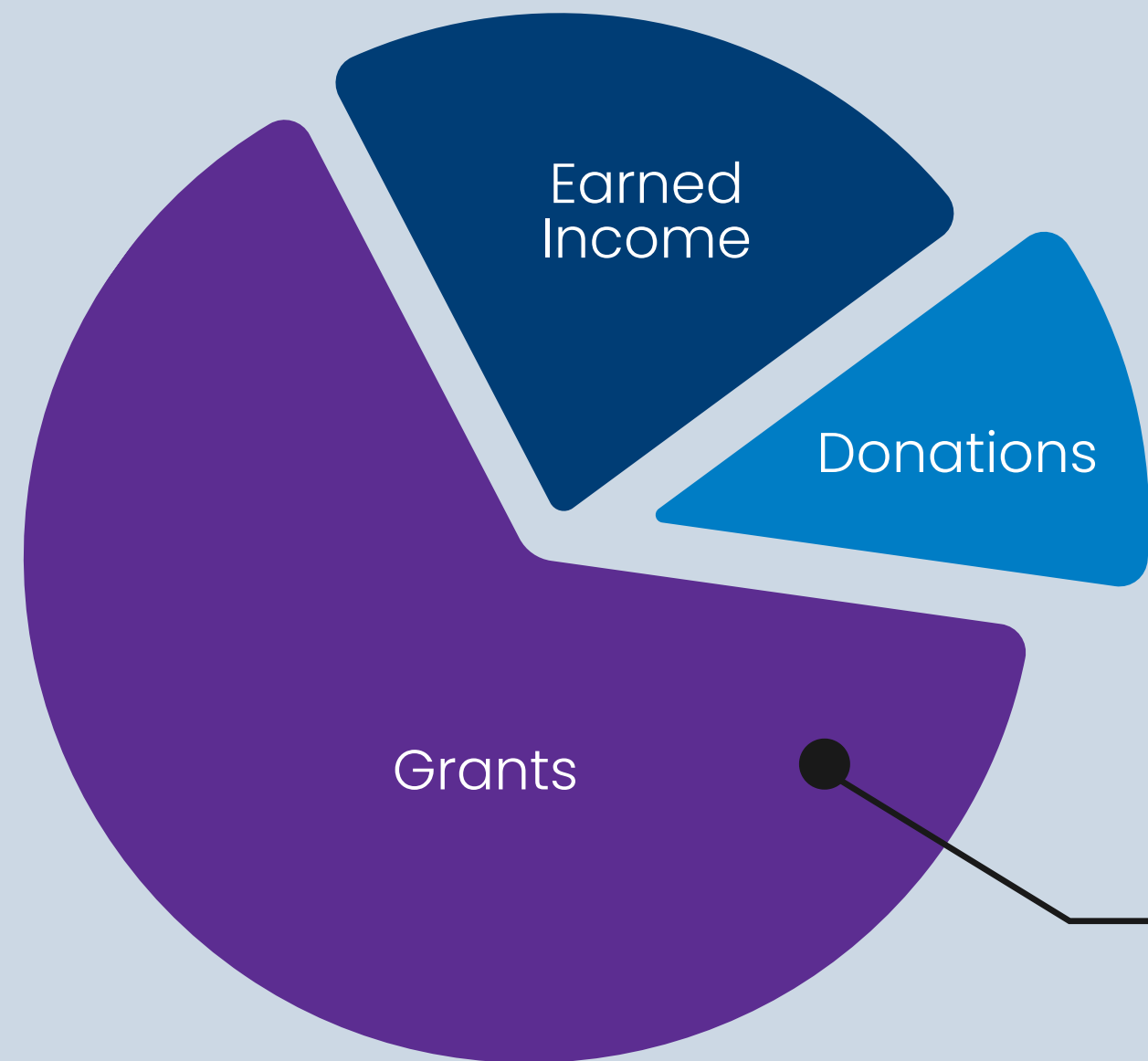


RECENT GIFTS/CONTRACTS

- \$1,000 – Rick Spiekermann
- \$100 – Loura Gilbert
- \$200 – Tony Janssen, every month
- \$25 – DeAiris Montgomery
- \$2,500 – Commerce Bank
- \$50,000 – Wells Fargo

Earned Income:

- \$500 from DeSales CDC, \$500 from Brown & Crouppen Law Firm, and \$500 from Metro CRA
- Statement of Work signed with Believe Middle College and Kranzberg Arts Foundation



RESEARCH/APPLICATIONS

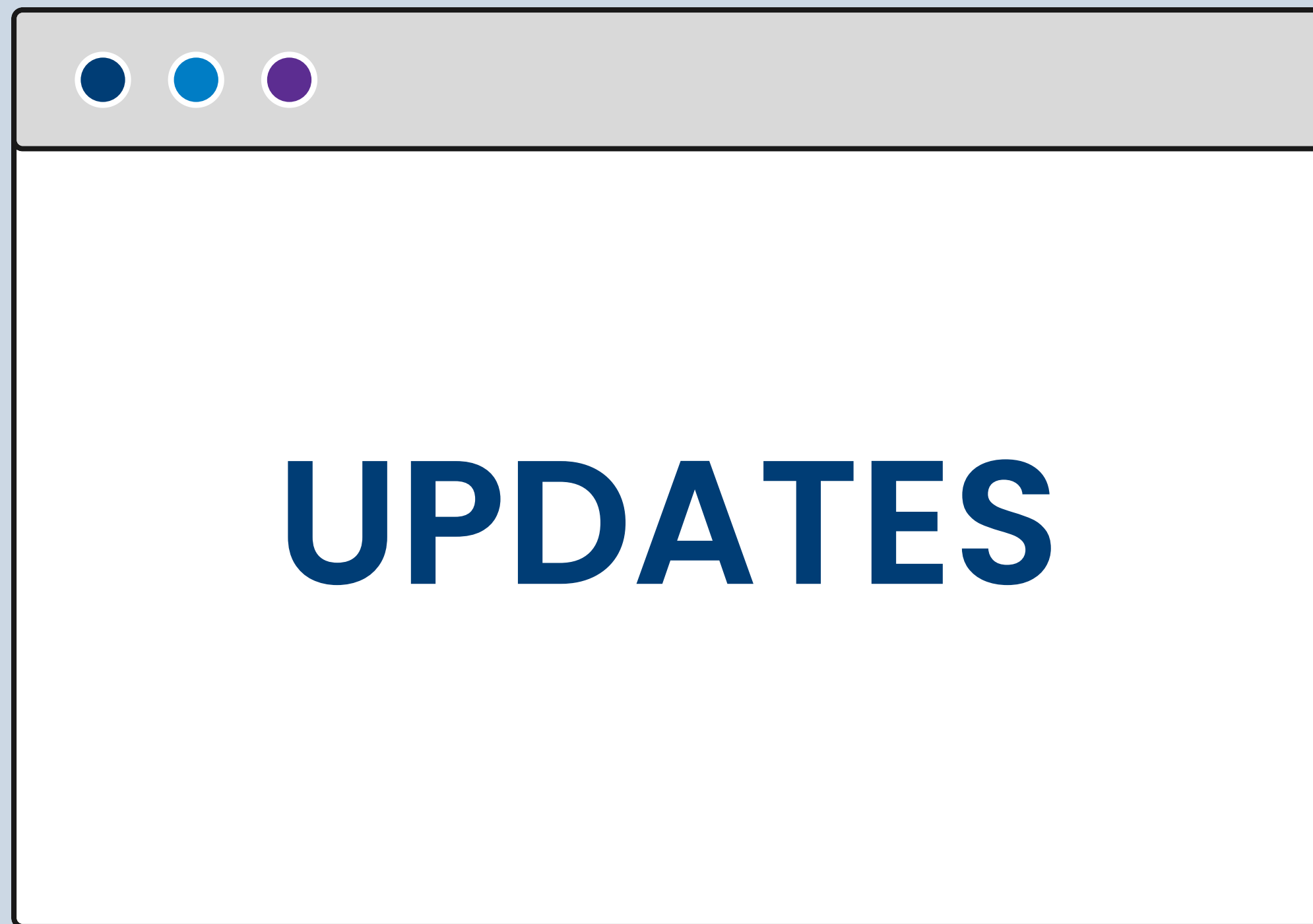
- **American Family Insurance:** decision & amount pending; they reached out to us
- **GEICO:** \$10,000 – app in development
- **Nasdaq:** \$480,000 – decision pending; pitched Phases 2-4 of investment pilot program
- **Light a Single Candle:** \$125,000 – decision pending; pitched Phase 1 of investment pilot program
- **Dana Brown Charitable Trust:** \$20,000 – decision pending; collab with STL Youth Jobs
- **American Heart Association:** \$100,000 – app in development; Social Impact Fund
- **Tracy Family Foundation:** \$5,000 – app in development, pitching our mentor program

MY RECOMMENDATIONS

- KEEP INFORMATION RELATIVELY THE SAME – WHAT REVENUE WE’VE HAD COME IN AND WHAT’S IN OUR PIPELINE
- SHIFT TO A **TABLE OR SPREADSHEET LAYOUT** SEPARATED BY GRANT, EARNED INCOME, AND INDIVIDUAL DONOR, TO ALLOW FOR ADDITIONAL INFORMATION AND CONTEXT
 - ORANGE/YELLOW/GREEN
 - “STAGE”
 - \$ AMOUNT
 - GOS/PROGRAMMATIC

MOVING FORWARD

- 2026 IN-PERSON Meetings: **March, July, and November**
- Proposed day: looking at the third **Thursday** of each month
- Proposed time: **9:00 am**
- For 2026, I will provide updates to you each month between meetings. A 1-2 page brief including:
 - **Executive Summary** – what's working (wins), what's not, top 3 priorities for the next month, and support needed from the committee
 - **Fundraising Snapshot** – pipeline metrics, revenue to date vs. budget
 - **MarComms Snapshot** – 1 standout data point from each platform
 - **Brand & Influence** (as needed) – speaking opportunities, thought leadership pieces published, media placements, etc.



STORYTELLING CONFERENCE

Nikki attended the Nonprofit Storytelling Conference for the second time last week. Another excellent experience full of rich information, meaningful connections, and practical takeaways. Excited to implement some of these ideas in 2026!

NEW CERTIFICATIONS

Senior Financial Coach Ashlee Morgan recently became a HUD certified counselor. And while at the AFCPE conference this week, Senior Financial Coach Sasha Moore and Senior Financial Educator Heather Schindewolf passed their exams to become Accredited Financial Counselors!

GIVING TUESDAY & EOY CAMPAIGN

We will be launching a small EOY campaign via email, socials, and newsletter. We'll be using some of the tactics learned at the Storytelling conference. Please keep your eye out and share!