



EXTERNAL COMMITTEE UPDATES

JULY 2026



FROM THE CAO

As we begin Q3, I'm grateful for the continued perspective, expertise, and connections each of you brings to Prosperity Connection's External Committee. We have made meaningful progress during the first half of the year, but the months ahead will be critical as we work to close out 2026 with strong momentum across fundraising, visibility, and organizational growth.

I also want to acknowledge that the monthly executive summaries I had hoped to provide between meetings have not materialized. The reality is that much of my capacity this year has been devoted to an especially demanding grant calendar. With a contract grant writer now coming on board, I'm excited to create more space for the strategic work that has been harder to prioritize—including building our individual giving program, expanding communications and public relations efforts, cultivating relationships, and identifying new opportunities for growth.

That makes the External Committee's partnership especially important during the second half of the year. Your support can help us move opportunities across the finish line, open doors to funders and prospective partners, identify potential major donors, and strengthen Prosperity Connection's visibility and influence throughout the community. I'm looking forward to working alongside you more intentionally as we turn the momentum we have built into meaningful year-end results.



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GROWTH HIGHLIGHTS

	TOTAL COACHING SESSIONS	UNIQUE COACHING CLIENTS	CREDIT REPORT REVIEWS	CREDIT WELLNESS EVENTS	UNIQUE CLASS ATTENDEES	CLASS PULL- THROUGH RATE
MARCH	164	112	29	0	102	35%
JULY	579	285	61	3	206	31%
NOVEMBER						

S O C I A L M E D I A U P D A T E S

Social media has continued to play a limited but purposeful role in our broader communications strategy. Looking ahead, there may be an opportunity to expand our capacity through a client alumna who has offered to provide volunteer social media support, potentially as part of an exchange for services benefiting her organization. I hope to dedicate time this quarter to formalizing that arrangement and identifying a manageable scope of work.

We are also taking a more collective approach to thought leadership on LinkedIn. Staff members have expressed strong interest in posting more consistently about topics connected to our work and expertise, rather than placing that responsibility solely within Advancement. The plan is to share articles, trends, and ideas that may be worth responding to, while I provide a broad content calendar with suggested posting cadences, themes, and types of posts to help make participation easier and more sustainable.

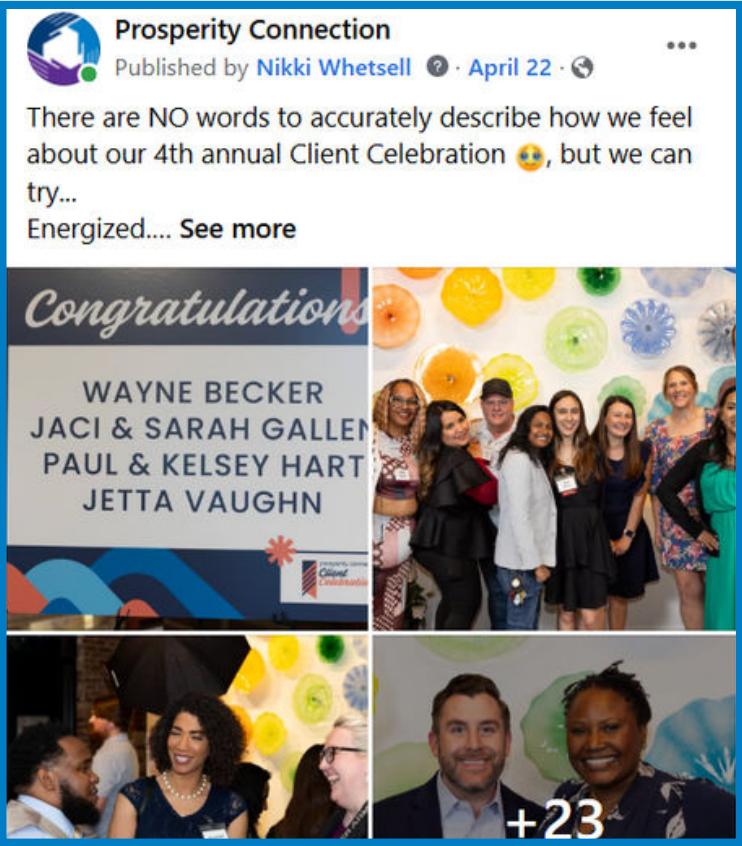
The following metrics reflect activity from March 19 through July 13.



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FACEBOOK METRICS

VIEWERS	47,208; decrease of 30.1%
NET FOLLOWER GROWTH	42; increase of 180%
CONTENT INTERACTIONS	410; decrease of 4.2%
LINK CLICKS	456; decrease of 39.8%



LINKEDIN METRICS

NEW FOLLOWERS	16
UNIQUE MEMBERS REACHED	383
ENGAGEMENT RATE	8.3%
CLICKS	46
SEARCH APPEARANCES	25



Prosperity Connection in St. Louis
431 followers
2mo • 🌐

Happy #GiveSTLDay fellow St. Louisans! 🎉
Are you searching for the best place to invest your generosity today? ...more





Prosperity Connection in St. Louis
431 followers
1w • 🌐

A budget is more than numbers; it's a plan for reaching your goals! ...more

FREE CLASS



**BUILDING YOUR MONEY MAP
BUDGETING LIKE A PRO**

 Thursday, July 9th
LIVE on Zoom @ 6:00 pm

 ATTEND FOR A CHANCE TO WIN A \$100 GIFT CARD!





Prosperity Connection in St. Louis
431 followers
2mo • 🌐

What could change if you gave yourself intentional time to focus on your future? ...more

FREE FINANCIAL VISION BOARD WORKSHOP

Spend time focusing on yourself and your goals before summer begins!

> Monday, May 18

> 6:00- 7:30 pm

> 1310 Papin Street



EMAIL NEWSLETTER UPDATES

We did not send a July client newsletter. However, early Feathr data from the April newsletter also suggests that our current approach may not be producing the intended results. The newsletter generated very few class registrations, and most came from repeat participants already familiar with our services rather than new audiences.

Because most subscribers originally joined our list through prior engagement with PC, we are reconsidering both the purpose and format of the newsletter. Moving forward, we may test a more frequent, biweekly cadence featuring very short, focused content developed across teams—such as a single client success story, an emerging financial trend, or a timely explanation of how PC can help. This shared approach should make the newsletter more relevant and sustainable.

	OPEN RATE	CLICK RATE
JANUARY	10%	6.5%
APRIL	6.5%	16%
JULY	—	—
OCTOBER		

RECENT GRANTS, EARNED INCOME, AND DONATIONS

- Individual donations; Day of Giving; **\$3,480**
- Individual donations; Give STL Day; **\$1,641**
- Individual donation; Joyce Kampwerth; **\$500**
- Individual donation; Will Holleman; **\$235**
- Grant; U.S. Bank; **\$50,000** (3-year commitment)
- Grant; Wells Fargo; **\$25,000**
- Grant; Moneta Charitable Foundation; **\$25,000**
- Grant; County Credit Union; **\$600 (of \$1,200)**
- Grant; U.S. Bank (Corporate); **\$100,000**
- Grant; DBCT (w/ STLYJ); **\$12,000**
- Earned Income; Access Point; **\$21,375**
- Earned Income; ICL Group; **\$750**
- Earned Income; THISTL; **\$875**
- Earned Income; Kranzberg; **\$2,100**
- Earned Income; SBEC; **\$2,500**
- Earned Income; Believe Middle College; **\$2,100**

PIPELINE

OPPORTUNITY TYPE	COMPANY/ORG	AMOUNT	STAGE	DUE DATE	ASSISTANCE
GRANT	REGIONAL BUSINESS COUNCIL	\$10,000	APP IN DEVELOPMENT	7/16	GREEN
GRANT	U.S. BANK OPPORTUNITY FUND	\$200,000	WAITING	AUGUST?	GREEN
GRANT	WELLS FARGO (PT. 2)	\$25,000	WAITING	?	GREEN
GRANT	THE ROBLEE FOUNDATION	\$25,000	LEAD	8/3	ORANGE
GRANT	CALVIN K. KAZANJIAN ECONOMICS FOUNDATION	\$25,000	LEAD	9/10	ORANGE
GRANT	AE FOUNDATION	\$10,000	LEAD	8/10	ORANGE
GRANT	MIDLAND STATES BANK	\$25,000	LEAD	9/30	YELLOW

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GENERAL UPDATES

- Client Celebration was, once again, a resounding success. For our 5th year in 2027, going to be taking it up another notch – have created an entire revenue generation strategy with the Celebration as the anchor.
- Our Civic Action Project team identified some incredible ideas for reaching more men and boys – hope to pursue 1-2 ideas in Q3.
- Investment readiness project has kicked off with team at Civic Insight – lit review and “readiness” criteria identification are first step. Internal team will also begin application and curriculum.
- Client Portal has been tested and is being soft launched to clients at coach discretion. Formal communication/announcement forthcoming.
- Sarah Chenven (former Working Credit ED) will be coming onboard as a contract grant writer.
- AMAZING visit from JP Morgan Chase representatives – looking to continue that conversation for potential funding and other opportunities.
- 18-month Individual Giving plan created and begun.
- Nikki and Ben had an excellent networking opportunity in D.C. at CBA summit – multiple partnership conversations have begun as a result.
- Really wonderful new partner video courtesy of Equifax! Will publish once media releases are signed.
- RGA has agreed to let us use their \$5K sponsorship for two mentorship program events (waiting on \$\$).

HELP NEEDED

- **Client Celebration planning committee suggestions**
- Support for Individual Giving program:
 - introduction to potential donors
 - sharing of posts/emails
 - your own donations
- Funder/Partner introductions in alignment with targeted demographics:
 - senior citizens
 - auto buying
 - youth
 - justice-involved