



December 2024 Board Update Summary

Submitted by:

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Event Support

- **Trail Events 2025** - *NEW* process for 2025! Trail Events listing on ODT website. Trail using partners will submit their events to us rather than us doing the legwork. [Form can be viewed here](#). Email sent on 10/22/2024, resent on 12/1/2024.
- **Traveler's Journal Events** - January in Port Angeles at the senior center and in February at Dungeness River Nature Center (DRNC). [Volunteer for the event here](#). 8 events total.
- **Tour de Lavender** - Saturday, August 2, 2025. Working on getting sponsors!
- **Volunteers Needed - Events, Meet + Greets** - If you would like to have volunteers at an event, [please complete the *NEW* Volunteer Request Form](#)! It's easy to complete and *designed to capture Board Member requests*. Note that requests need to be submitted at least 60 days prior to the event for proper entering into the Volunteer Management System (VMS), recruiting, and publicizing.

Partnership Development

- **Sponsors** - Sent emails to previous website sponsors with stats and requests for 2025 sponsorship. Meeting with potential sponsors and submitted requests. Updated stats for [sponsorship information can be found here](#). Removed lowest level of sponsorship to begin at \$1,000.

Member + Volunteer Engagement

- **Monthly newsletters** - to our 8,827 general recipients on the 1st of the month and 1,053 volunteer recipients on 15th of the month. Volunteer newsletter stats: 63% open rate. *Did you see this month's newsletter?* [Archives are here!](#)

Donor Development

- **End of Year Direct Mail Campaign - EOY DM**
 1. Targeted letters to higher level, known donors (AB list level donors) mailed Tuesday, 11/19/2024
 2. Envelope personalization of C list level previous donors, mailing on Friday, 11/22/2024
 3. Saturation letter to postal customers on Monday, 12/2/2024
- **Digital EOY email, social media campaign**
 1. 5 each emails via MailChimp with social media support
 2. These emails include our regular published general and volunteer newsletters with an emphasis on EOY giving
- **Digital Giving Tuesday email, social media campaign**
 1. 6 each emails via MailChimp with social media support, the first having gone out Tuesday, 11/19 and last will be Thursday, 12/3
 2. 3 out of 6 emails have published and we have 28 donations that total \$3,200
 3. Analysis thus far sent via email
- **Giving Tuesday Ad**
 1. Wednesday, 11/27 in Sequim Gazette
 2. Thursday, 11/28 (Thanksgiving Day) in Forks Forum

3. Saturday, 11/30 in weekend Peninsula Daily News

- At the completion of these campaigns, I will provide an analysis based on net results.
- **An additional benefit of the personalized mailing**, we have been able to identify changes that need updating in our LGL database. As an example:
 - Green = 53 contacts that you have corrected and **we need to correct in our database**
 - Blue = 559 contacts and these have moved, new address is listed and **needs updating in our database**
 - Red = 370 contacts deleted for various reasons and **these need deleting from our database**
 - White (no color) = 3,973 contacts and these are correct and **no action is needed in our database**
- Met with Michele Canale and Jeff Cain/LBA to create content, strategize, and schedule emails in MailChimp for the EOY Digital Campaign and Giving Tuesday
- Met with Courtney via Google Meet to collaborate, strategize, and review digital campaign

Trail Ambassador Survey Results

- The **Trail Survey** ended on 11/30/2024 and I am compiling results for presentation
- Added 73 new contacts (email addresses) to our database for the time period 11/1/2024-11/30/2024. All emails from 2024 have been added to our system.