

Web Administrator Report for Annual Meeting, February 5, 2023

Cheltenham Chamber of Citizens (CCC) depends on 3 forms of media to communicate with our members and the community at large. As is stated in our By-laws, our purpose is:

“...educating local citizens and the general public about issues of relevance and concern regarding Cheltenham Township, Montgomery County, Pennsylvania; and the establishment of systems of dialog amongst persons of interest and concern in the governance of Cheltenham Township. In this respect the CCC is organized exclusively for educational purposes under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code.”

To fulfill our stated purpose, we use:

OneCheltenham.org (can also be reached by Cheltenhamchamberofcitizens.com)

E-mail through Constant Contact

Facebook at Cheltenham Chamber of Citizens

Website - OneCheltenham.org

The website is kept current as volunteer hours allow. Visitors can peruse current and past endeavors, read about our organization, find contact information for elected officials and sign up to receive e-mails from CCC.

E-Mail

E-mails are sent through Constant Contact. We chose this vehicle to eliminate the possibility of spammers reaching our group. If you inadvertently unsubscribe yourself, you will have to re-sign up to continue to receive e-mails, another precaution. This can be easily done on our website

: Our email list has remained static, but we have an average open rate of 48% and we have increased our presence on Facebook.

In 2022

We sent out 27 e-mails

Subjects included – Zoning issues, “Environmental Info You Can Use”, Township “Pop-Up” sessions, PennDOT traffic study info, Recycling info, Township news

Facebook page - Cheltenham Chamber of Citizens

Our FB page currently has 580 Followers. However, our posts reach many more through sharing. A recent post reached more than 2,800.

FB gives us the opportunity to send messages further and more quickly than e-mail. It also

provides us with two-way communication that is more timely.

27 e-mails sent in a year vs 30+ posts in a month. We can take other Chelt. Community group posts and share them with our followers so that more of the township residents can learn about more township and school district activities rapidly. Without FB we would not be alerted to many other organizations' activities, notices and alerts such as:

Cheltenham Police & Emergency Mgm't, Cheltenham School District, Arcadia U., NAACP, Old York Rd. Historical Society, Montgomery County, PennDOT, Fire Companies, Cheltenham Historical Commission, Tookany/Tacony-Frankford (TTF) Watershed Partnership, Cheltenham Library System, and many other organizations.