



Web administrator report for Annual Meeting, February 4, 2024

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:

1. **Our Website:** OneCheltenham.org (can also be reached by Cheltenhamchamberofcitizens.com)
2. **E-mail** through Constant Contact
3. **FaceBook** at Cheltenham Chamber of Citizens

Website - OneCheltenham.org (Cheltenhamchamberofcitizens.com)

The website is kept current as volunteer hours allow. Visitors can peruse current and past endeavors, read about our organization including bylaws, 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.

Our e-mail list has been growing this past year. Our open rate averages 53%.

We keep the subject line specific to the topic of the e-mail, so those who have an interest will open and read the e-mail.

Reporting January 1, 2023 – December 31, 2023

31 Emails sent

8,685 Sends 53% Open 47% Unopened 6% click

4,441 Opens 94% Desktop*** 6% Mobile

533 Clicks 72% Desktop 28% Mobile

***94% of our e-mails were opened via desktop computer.

Subjects included – Zoning issues, “Environmental Info You Can Use”, Township Facilities, Township news

Facebook page - Cheltenham Chamber of Citizens

Our FB page now has 659 Followers.

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. We can take other Chelt. Community group posts and share them with our followers so that more of the township residents can learn about 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, Cheltenham Center for the Arts, Lynnewood Hall, Arcadia U., NAACP, Old York Rd. Historical Society, Montgomery County, PennDOT, Township Fire Companies, Cheltenham Historical Commission, Tookany/Tacony-Frankford (TTF) Watershed Partnership, Cheltenham Library System, and many other organizations.

Reach breakdown

Facebook reach:

This metric counts reach from the organic or paid distribution of your Facebook content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated.

Total Reach: 15,516

From organic: 11,853

Women 65.2%

Men 34.8%

Submitted by,
Olga McHugh