



## Web Administrator Report for Annual Meeting, February 2, 2025

Cheltenham Chamber of Citizens (CCC) depends of 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.*

To fulfill our purpose we use:

1. **Our Website:** [OneCheltenham.org](http://OneCheltenham.org) (can also be reached by [Cheltenhamchamberofcitizens.com](http://Cheltenhamchamberofcitizens.com))
2. **Email** through Constant Contact
3. **Facebook** at Cheltenham Chamber of Citizens

**Website** - OneCheltenham.org ([Cheltenhamchamberofcitizens.com](http://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.

**Email** - Reporting January 1, 2024 – December 31, 2024

Emails are sent through Constant Contact.

Our email list continues to grow. Our open rate averages 53%.

Our emails serve to inform on an activity or issue relevant to the Cheltenham community.

We sent 38 emails for a total of 9,639 Sends. Our 53% Open Rate is above the industry average.

Subjects included – Township Issues, “Environmental Info You Can Use”, Township Facilities, Community Group Activities, and Community Events.

**Facebook** Cheltenham Chamber of Citizens

Our Followers have increased to 672.

Fb provides us with quick two-way communication. It also keeps us aware of the activities, notices and alerts of many other community organizations and local and other government organizations.

Submitted by Edith Cerebi