 **ORPCA Webmaster Report – 8/14/2019**

**Website Visitors**

Visits to the ORPCA website are increasing.



**Website Issues**

* None in the last 30 days

**Website Features Utilization**

Stripe

* In July 2019 we had a total of 41 members using the online payment through Stripe.
* 12 of which were New Members, and 7 of these new members had no previous PCA membership.



User Data Update

* 35 members used this feature so far to update their ORPCA data

**Website Maintenance and Upgrades**

* Performed updates for July Events Pictures and Anzeiger
* Updated the User Data Form – it now shows in the entry from the data currently in the data base
* Added Mail Server to the ORPCA website. This resolved the issue that some email clients marked the emails from the website as Scam or put them into the junk folder.
* Webmaster email set up and switched website from personal email to webmaster email
* Upon request removed Larry Hannan from webmaster distribution list and added president email to contact form recipients
* Updated Mailchimp addresses and member names

**Ongoing and planned work in August**

* Simplified anniversary reports. Php program implemented into Export plug-in and currently testing
* New regional PCA member email automation
* New ORPCA member joining with PCA ID verification
* Mailchimp changed capability to schedule email campaigns for free accounts.
	+ Evaluation of Mailchimp alternatives – or sign-up to paid account (~$250/yr)
* Featured Member Section
	+ Currently static (Gary and Ina Feldmann)
	+ Want to move to rotating set of 10 members. These members should represent actively participating or contributing members.
	+ Proposal for initial set of 10: all board members plus AX leadership
	+ Proposal for general process:
		- Any board member and functional chair propose new featured members
		- Peg / Heinz contact proposed members for pictures and Porsche story

**2019 Member Summary**

* As part of upgraded Report functionality, a 2019 Member Summary was generated
* The report shows gains from new members and losses from leaving members
* While we gained 102 new members YTD we also lost 87 members YTD, netting an increase of 15 members (1.4%)

