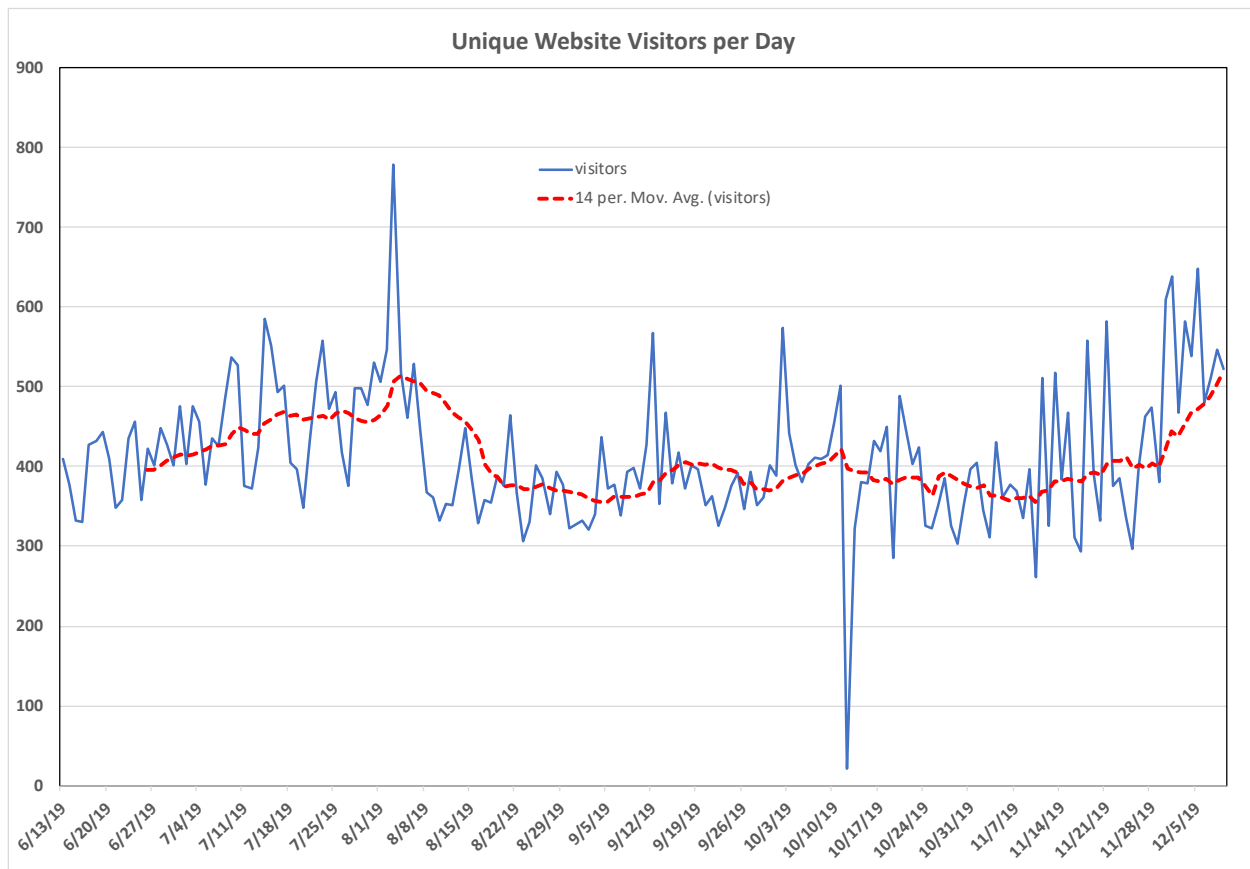




ORPCA Webmaster Report December 2019 12/10/2019

Website Visitors

- 453 unique visitor per day in the last 30 days (434 last month)
- 13595 total unique visitors in the last 30 days (13305 last month)
- Tendency:
 - Up-tick in November and early December



Website Issues: Three issues in the last 30 days

- No major issues
- Several Spam emails through "Contact Us" link. Added "reCHAPTCA" user verification to avoid bots spam.

Website Features Utilization

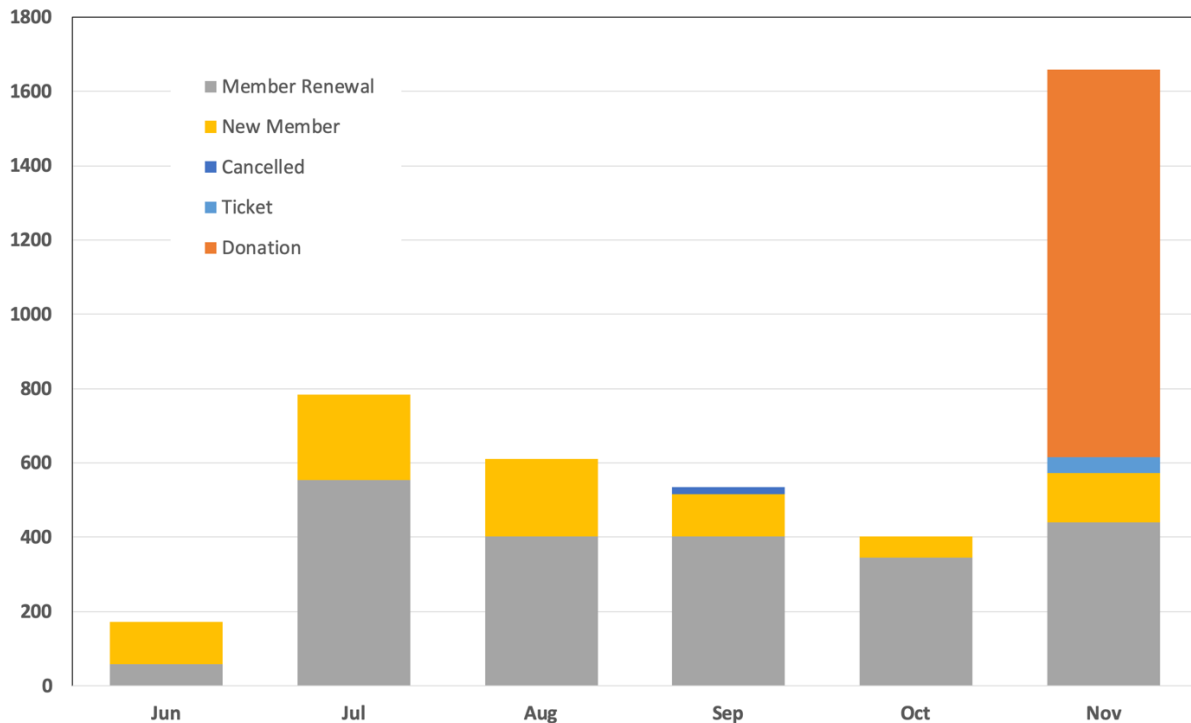
Stripe

- In November 2019 we had a total of 30 members using the online payment through Stripe.
 - 25 of which were member renewals and 5 new members.
- New payment categories for Tickets and Donations
- Donations for Kathleen as of 12/10/19: 19 Donations, total amount: \$1,180
- Tickets: first users 2020 NW Passage and January Awards Dinner
 - 44 tickets for NW Passage were sold within 30 hours, yielding \$33,750

Count of Items	Activity					
Month	Cancelled	Donation	Member Renewal	New Member	Ticket	Grand Total
Jun			3	6		9
Jul			29	12		41
Aug			21	11		32
Sep	1		21	6		28
Oct			18	3		21
Nov		18	25	5	2	50
Grand Total	1	18	117	43	2	181

Sum of Net Payment	Activity					
Month	Cancelled	Donation	Member Renewal	New Member	Ticket	Grand Total
Jun			57.36	114.72		172.08
Jul			554.48	229.44		783.92
Aug			401.52	210.32		611.84
Sep	19.12		401.52	114.72		535.36
Oct			344.16	57.36		401.52
Nov		1043.28	478	95.6	41.15	1658.03
Grand Total	19.12	1043.28	2237.04	822.16	41.15	4162.75

Stripe Payments



User Data Update

- 78 members used this feature so far to update their ORPCA data

Website Maintenance and Upgrades

- Added Ticket Sales Capability for ORPCA events with Dinner Options
- Generated free MailChimp Account for NW Passage, email list with previous attendees and announcement emails for previous attendees and all ORPCA members
- Updated Section “Featured Member – Their Porsche Story”
 - The first two entries were from Lori Brown and Gary Koppang
 - Added Jeremy Williams
 - **Still need input from rest of ORPCA leadership team**
- Generated the featured event pictures for 2020 events and distributed documentation on how to use
- Provided support for Lori and Nancy on new Web/Anzeiger/email Advertisement Strategy
- Generated Website budget proposal with breakdown of license cost

Planned website work in December / January

- New regional PCA member invite email automation
- **Proposal: Survey to all 2019 Lost Members to get data on why they did not renew**
- Set-up / Preparation for 2020
 - Media library (site pictures)
 - New Profile Pictures for club events (Event Calendar) - done
 - Home Page: Pictures in top slides
- Database maintenance
 - Clean up PCA member database / move members that are no longer PCA member and ORPCA members to user status “ex-member”