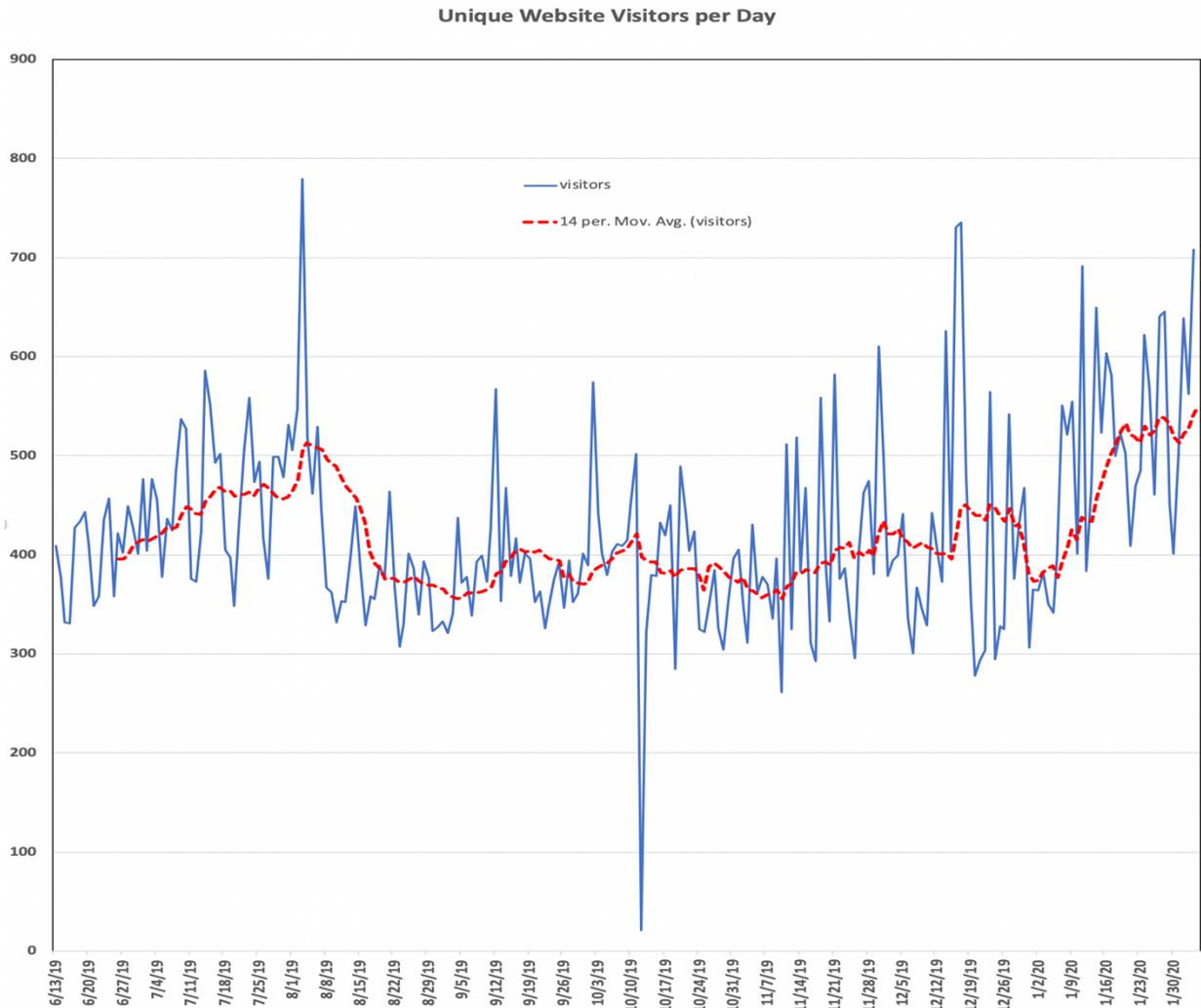




ORPCA Webmaster Report January 2020 1/7/2020

Website Visitors

- 607 unique visitor per day in the last 30 days (405 last month)
- 18,201 total unique visitors in the last 30 days (13772 last month)
- Tendency: rising



Website Issues: No issues in the last 30 days

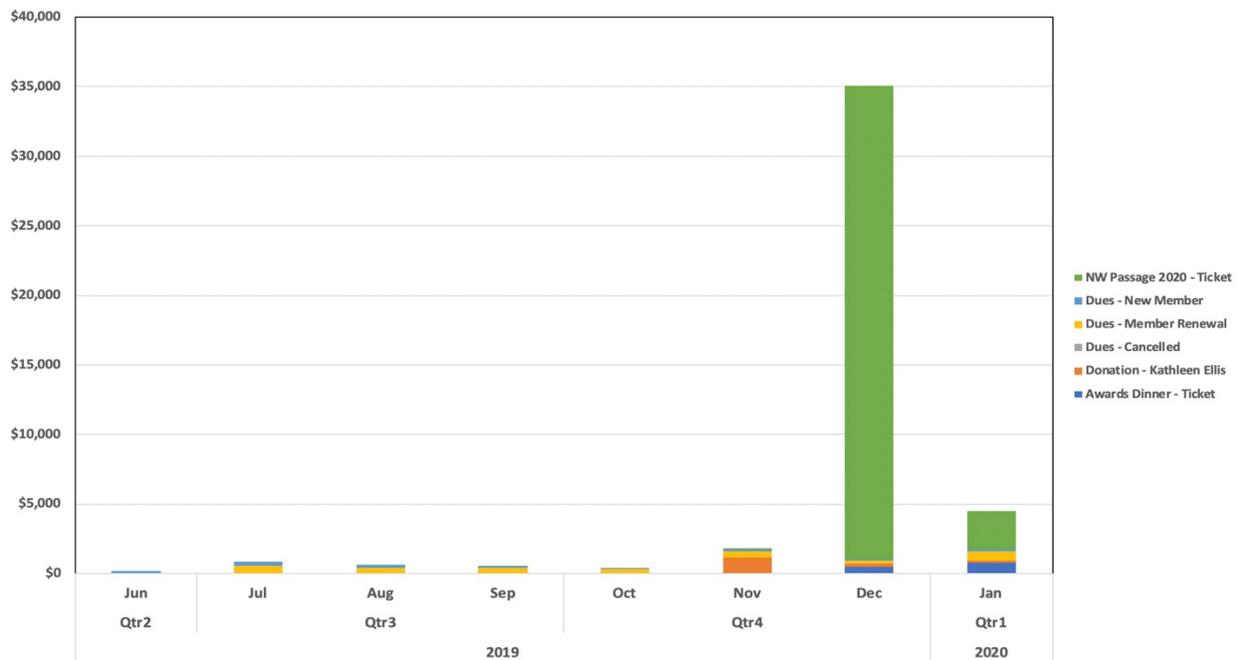
Website Performance

Stripe

- In December 2019 we had a total of 41 members using the online payment through Stripe.
 - 32 of which were member renewals and 9 new members.
- Donations for Kathleen as of 2/7/2020: 22 Donations, total amount: \$1,430.18 net
- Tickets: 2020 NW Passage and January Awards Dinner

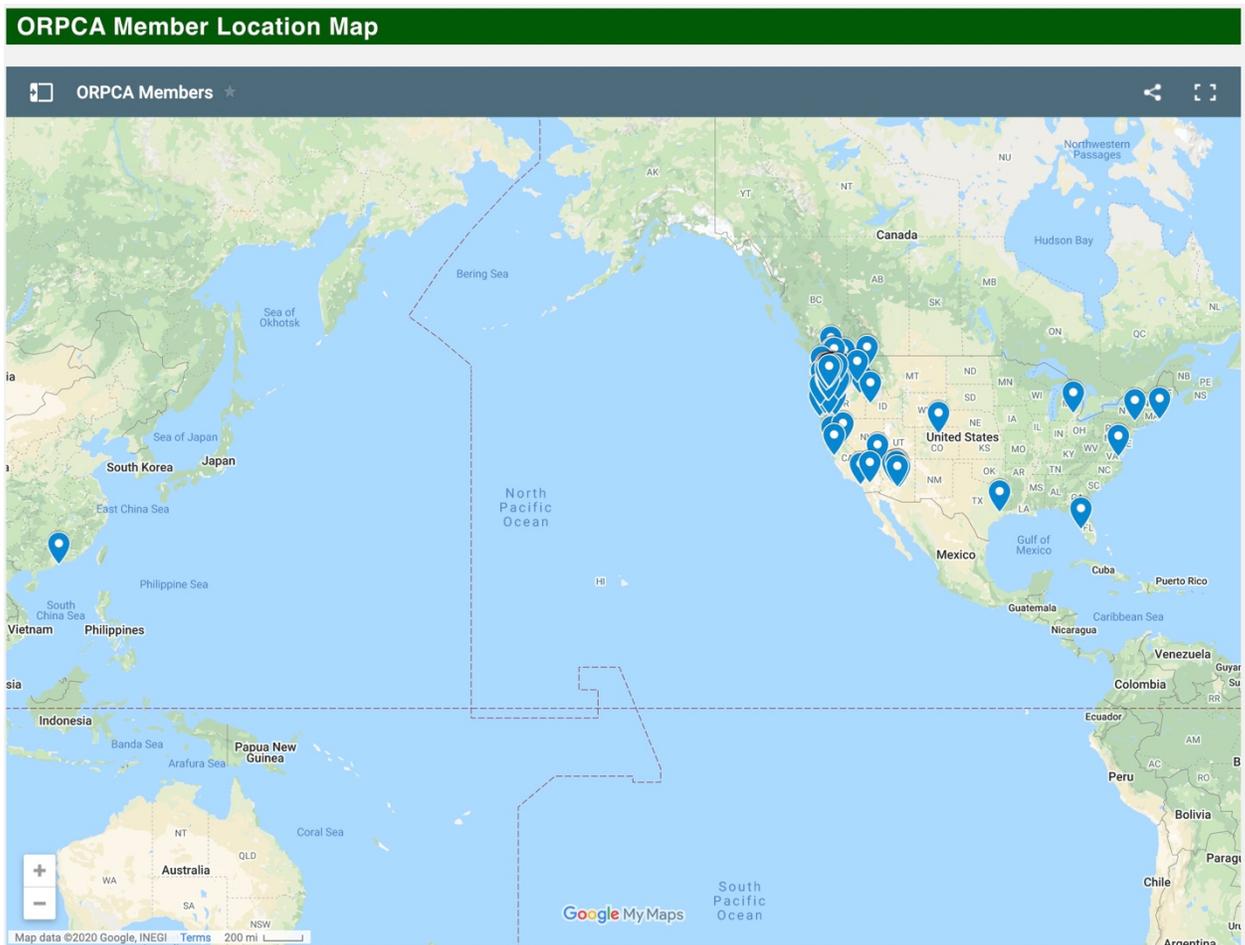
Stripe Transactions		Category		Awards Dinner Total	Donation	Donation Total	Dues			Dues Total	NW Passage 2020	NW Passage 2020 Total	Grand Total
Month	Ticket		Kathleen Ellis				Cancelled	Member Renewal	New Member		Ticket		
2019		16	21	21	21	1	129	47	177	64	64	278	
Qtr2								3	6	9		9	
Jun								3	6	9		9	
Qtr3						1		71	29	101		101	
Jul								29	12	41		41	
Aug								21	11	32		32	
Sep						1		21	6	28		28	
Qtr4		16	21	21	21			55	12	67	64	168	
Oct								18	3	21		21	
Nov		1	18	18	18			25	5	30	1	50	
Dec		15	3	3	3			12	4	16	63	97	
2020		27	2	2	2			32	9	41	4	74	
Qtr1		27	2	2	2			32	9	41	4	74	
Jan		27	2	2	2			32	9	41	4	74	
Grand Total		43	23	23	23	1	161	56	218	68	68	352	

Net Payments		Category		Awards Dinner Total	Donation	Donation Total	Dues			Dues Total	NW Passage 2020	NW Passage 2020 Total	Grand Total
Month	Ticket		Kathleen Ellis				Cancelled	Member Renewal	New Member		Ticket		
2019		\$474.86	\$1,285.13	\$1,285.13	\$19.12	\$2,466.48	\$898.64	\$3,384.24	\$33,060.57	\$33,060.57	\$38,204.80		
Qtr2						\$57.36	\$114.72	\$172.08			\$172.08		
Jun						\$57.36	\$114.72	\$172.08			\$172.08		
Qtr3					\$19.12	\$1,357.52	\$554.48	\$1,931.12			\$1,931.12		
Jul						\$554.48	\$229.44	\$783.92			\$783.92		
Aug						\$401.52	\$210.32	\$611.84			\$611.84		
Sep					\$19.12	\$401.52	\$114.72	\$535.36			\$535.36		
Qtr4		\$474.86	\$1,285.13	\$1,285.13		\$1,051.60	\$229.44	\$1,281.04	\$33,060.57	\$33,060.57	\$36,101.60		
Oct						\$344.16	\$57.36	\$401.52			\$401.52		
Nov		\$40.48	\$1,043.28	\$1,043.28		\$478.00	\$95.60	\$573.60	\$0.67	\$0.67	\$1,658.03		
Dec		\$434.38	\$241.85	\$241.85		\$229.44	\$76.48	\$305.92	\$33,059.90	\$33,059.90	\$34,042.05		
2020		\$706.72	\$145.05	\$145.05		\$611.84	\$172.08	\$783.92	\$2,620.48	\$2,620.48	\$4,256.17		
Qtr1		\$706.72	\$145.05	\$145.05		\$611.84	\$172.08	\$783.92	\$2,620.48	\$2,620.48	\$4,256.17		
Jan		\$706.72	\$145.05	\$145.05		\$611.84	\$172.08	\$783.92	\$2,620.48	\$2,620.48	\$4,256.17		
Grand Total		\$1,181.58	\$1,430.18	\$1,430.18	\$19.12	\$3,078.32	\$1,070.72	\$4,168.16	\$35,681.05	\$35,681.05	\$42,460.97		



Website Maintenance and Upgrades

- Updated Section “Featured Member – Their Porsche Story” - 4 entries so far
 - Added Peg Ryan
 - Still need input from rest of ORPCA leadership team (5th request!)
- Updated Infrastructure for 2020 Media Files and BoD Dashboard
- Submitted ORPCA web site to PCA website contest
 - New page: Member Area > Shop (ORPCA online Shop)
 - New Page: The Club > Classifieds (Anzeiger Classifieds are now online as well)
 - New Page: Member Area > Member Submissions (How to contribute to Web Page, Anzeiger, Facebook Page)
 - Improved Zone 6 home page visibility to comply with PCA rules
- Improved Page: Member Area > Member Directory Map of all member locations (Thanks Bob Ellis!)



- Updated Porsche Video section

Advertisement

- Uploaded and tested new adverts for Porsche Beaverton
- Designed, reviewed, got approved, uploaded and tested new adverts for Stuttgart Autotech

Join / Re-Join Campaign

- Sent invitation email to join ORPCA to 255 regional PCA members
- Sent invitation email to re-join ORPCA to 178 former ORPCA / current PCA members

Planned website work in February

- Optimize Google Analytics
- 2020 Event Album page
- Proposal for 2020 web site improvements with Oyova support – discussion next board meeting

Other Items

- Walla Walla Spring Tour (Randy & Diane Homes, Sylvia & Heinz)
 - Route defined
 - Hotels and Wineries reserved
 - Tour Document generated
 - Event website RSVP are active
 - Ticket Sale will become active once tour cost is finalized
- Scenic Class 3/14 (Heinz)
 - Training Docs in preparation
 - Event Website RSVP active
- March Social (Sylvia & Heinz)
 - Reservations made with SiSenior
 - Event Website RSVP and Ticket Sales are active