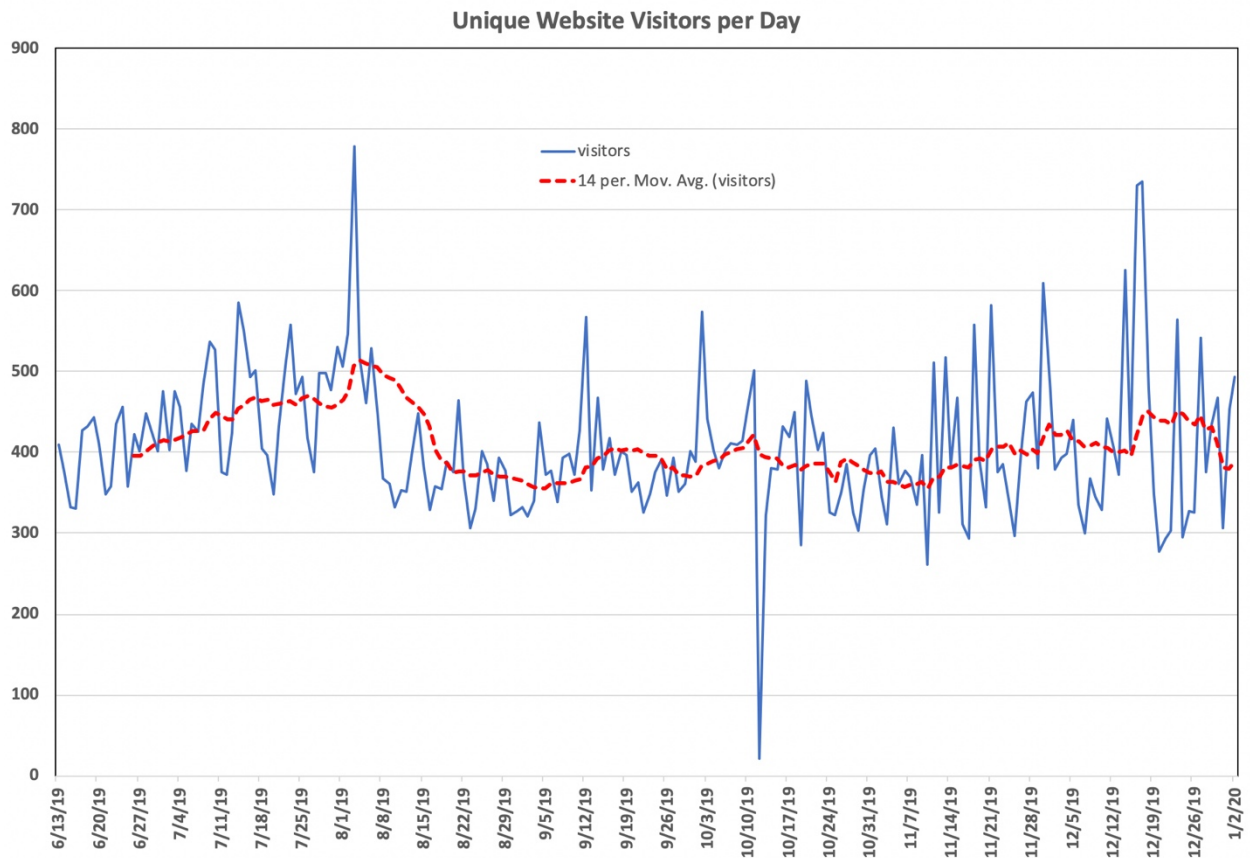# ORPCA Webmaster Report
January 2020
1/7/2020

Website Visitors

- 465 unique visitor per day in the last 30 days (453 last month)
- 13772 total unique visitors in the last 30 days (13595 last month)
- Tendency:
  - steady

Website Issues: No issues in the last 30 days
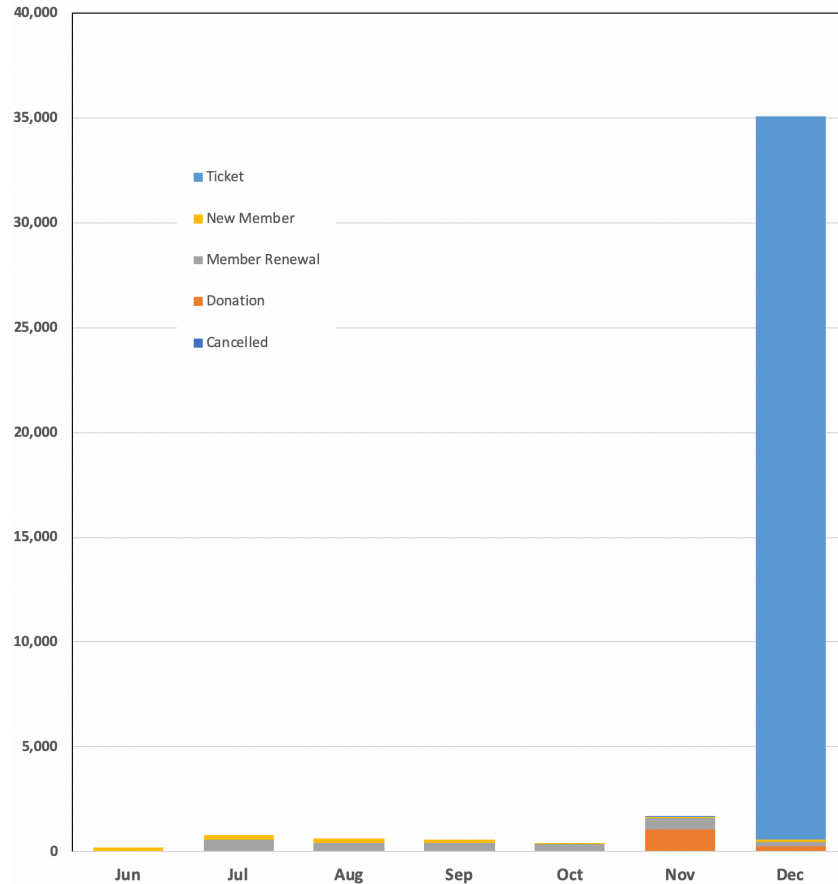
Website Performance

Stripe
- In December 2019 we had a total of 16 members using the online payment through Stripe.
  - 12 of which were member renewals and 4 new members.
- New payment categories for Tickets and Donations
- Donations for Kathleen as of 1/7/2020: 21 Donations, total amount: $1,480
- Tickets: 2020 NW Passage and January Awards Dinner

Count of Stripe Payment Activities

Count of Stripe Activities	Type					
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
Dec		3	12	4	78	97
Grand Total	**1**	**21**	**129**	**47**	**80**	**278**

Revenue after Stripe Fees

Sum of Net Payment	Type					
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	478.00	95.60	41.15	1658.03
Dec		241.85	229.44	76.48	33494.28	34042.05
Grand Total	**19.12**	**1285.13**	**2466.48**	**898.64**	**33535.43**	**38204.80**

User Data Update

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

Website Maintenance and Upgrades

- Generated free MailChimp Account for NW Passage 2020 Participants, Tour Update and Hotel Information emails sent
- Generated free MailChimp Account for Regional PCA Members that are not ORPCA members and Regional PCA Members that are previous ORPCA members for join / re-join campaign. Generated two emails, both under review
- Updated Section "Featured Member – Their Porsche Story" - 4 entries so far
  - Added Larry Hannan
  - Still need input from rest of ORPCA leadership team
- Updated Home Page Club Portfolio with 2019 Event Pictures
- Updated web pages for 2020 (AX, BoD, Media Library)
- New email template for weekly announcements
- Uploaded Terms & Condition (link in Footer of each page); need to determine if and how to make users aware of the T&C's

Planned website work in January

- Join / Re-Join campaign
- Database maintenance - Clean up PCA member database / move members that are no longer PCA members and ORPCA members to user status "ex-member"
- Address high data error rate for new members / renewals
- Set up Google Analytics
- Proposal for 2020 web site improvements with Oyova support – discussion next board meeting
- T&C's notification

Ownership of Web Page Items

Item	Owner	Review / Approve	Post
Weekly Announcements	Peg		Peg
Anzeiger Image and Links	Peg, Nancy		Heinz
Events	Peg		Peg, Heinz
Featured Member	Heinz	Member	Heinz
Tickets	Peg		Peg, Heinz
Tech Blog	Jeremy		Jeremy, Heinz
AX Pages	Peg	Peg, Anson, Matthew	Peg
AX Results Table	Peg		Peg
Adverts	Marketing Director, Nancy		Heinz
BoD Minutes	Carole	Board	Peg, Carole
BoD Dashboard	Heinz		Heinz
SmugMug Image Repository	Peg		Peg
Event Picture and Link	Heinz		Heinz
Featured Images	Heinz		Heinz
Featured Videos	Heinz		Heinz
Porsche Fun	Heinz		Heinz
Special Pages	Heinz	Board	Heinz
Annual Page Updates	Heinz		Heinz