



## **Website Report 2013 to 2014 (As of October 31, 2014)**

**November 23, 2014, 10:00 AM, Fort Yarocki, Torrington, Connecticut**

In 2008 we converted our website to use the Wild Apricot web hosting facility. They specialize in membership support websites for clubs and non-profits. In addition to good web site development tools, they support event calendars, photo albums, membership applications, on-line payment, merchandise management, and more. We pay \$540 per year for the facility because we have more than 250 active members. That's \$1.80 per paid member not including PayPal transaction charges.

The membership management functions of the site now track 1,100 contacts vs. 1,006 last year and 973 in 2012. Of those, 671 are archived past members. 297 are paid members. Ten are trial or complimentary members, and 89 are lapsed (members from 2013 or before who did not renew). From time to time I try to get lapsed members to rejoin. If not they are eventually archived.

For years now almost all new members and renewals have come from the website.

More than a few members have accessed the site hundreds of times (492 is still the high).

Of 297 paid members, 108 are "Internet" members. That's 36%, up from 32% last year, 29% in 2012, 26% in 2011, 23% in 2010 and 14% in 2009. It still looks like two thirds of our members will always want the WOW in print, but that percentage is slowly declining.

All but six of the 297 active members have valid eMail addresses. That means we don't need to mail notices unless we choose to do so. As Membership Director I haven't mailed anything in years.

In May, 2013, we added a facility to the website that allows visitors to order and pay for the R&O. The process continues to work well. We sold 21 manuals this way in 2013 and 37 so far in 2014. Eight R&O purchasers elected trial memberships. One of those recently converted to "Internet."

In 2014 we added an online membership card for members to view or print. Tim Baer also prints renewal dates on mailing labels for the WOW.

In 2014 we temporarily changed the web renewal process to give \$10 discounts for those who would "renew for two." 145 members took advantage. However, the process proved to be labor intensive, and I would prefer not to do that again.

Domains and web resources in use:

- 101Scout.Com, Walker, expires when?, the provider is Network Solutions
- 101Scout.Org, Alperin, expires October 05, 2016, iPage
- 101Scout.Net, Alperin, expires October 05, 2016, iPage
- WildApricot.Com hosts 101Scout.Org site - 308 MB, 77% of 400 maximum. Due 12/20/14.
- Picasa Web Albums (Google) – 67 albums, 5.5 GB of 41 GB (20 @ \$5/yr, 80 @ \$20)
- Google Drive Documents – 56 PDFs, 490 MB of 39 GB available. Included in Picasa cost.

Plans for 2015:

- Scan and post current and prior WOWs for members-only. Fifteen years of WOWs are on-line.
- Provide free email address to members (example: [GeorgeYarocki@101Scout.org](mailto:GeorgeYarocki@101Scout.org)) using iPage.
- Could store email or forward to existing mailbox as member option.