

MARKETING & OUTREACH KPI's 2019

Sub-Dept.	Metric	2018 Averages	January	February	March	April	May	June	July	August	September	October	November	December	Totals
Marketing	# Facebook Impressions Monthly	518,739	1,101,504	488,242	543,653	514,266	289,476								2,937,141
	# Facebook Fans Total	36,652 (Total)	37,114	37,328	37,690	37,907	38,111								38,111
	# Facebook Engagement Monthly	27,568	56,303	20,721	31,853	23,841	13,486								146,204
	# Website Sessions Per Month	25,132	28,832	31,321	32,111	32,366	28,574								153,204
	# Website Users Per Month	12,883	13,354	16,533	14,554	25,939	23,224								93,604
	Email Open Rate %	17.94%	27.40%	16.74%	15.50%	12.27%	13.80%								17.14%
	# of Email Click-Throughs	585	545	920	332	684	553								3034
	# of Instagram Likes Per Month	4,058	7,070	8,565	6,434	4,294	4,903								31,266
	Monthly Tweet Impressions	20,942	44,900	22,200	29,800	17,400	17,500								131,800
Humane Education	# of Programs	41.83333333	98	65	68	90	95								416
	# of Students	896	1,537	1,162	1,000	1,551	2,075								7,325
Volunteer	# of Attendees at Monthly Gen Info Sessions	42.75	30	46	44	38	38								196
	% of attendees who submit an application & complete an orientation class	69%	77%	87%	84%	53%	58%								72%
	# of NEW Volunteers Donating 4+ Hours Monthly	36.25	32	25	35	24	31								29.40
	# of TOTAL Volunteers Donating 4+ Hours Monthly	117.25	104	90	117	106	110								105.40