

Nov 2022 Office Report

NV - November centered around some major administrative changes happening in the Fellowship office. Our friend and dedicated admin Derek transitioned out of his role while an onboarding process began for two new contractors supporting office activities. Mark Wood has already joined the team. He is a chief editor at the national newspaper in Malta and will primarily support communications activities. Felipe Arrigorriaga, an entrepreneur in Chile, will be joining our team later in December. He has multidisciplinary experience and will support international book distribution, Spanish reader services and other administrative functions.

The next major focus has been on website development including preparing for an engagement with an SEO consulting agency and making progress in developing a proposal for a website redesign. This month we became an approved Facebook public charity. The myriad of other activities are reflected broadly in the monthly activity report below. Questions are welcome.

NV Office -

https://docs.google.com/spreadsheets/d/1B94tl1rTJuabduq2Fv9beVI2zLg51gFuS7_d7NAmXBA/edit?usp=sharing

Finances

Donation income for Nov '22 was \$44548 compared to \$44336 in Nov '21, with a month over month increase from Oct 2022 (Oct donations: \$7809). Members donated \$4853 with non-members contributing \$39695 in Nov.

Year over year donation income

Total donations for 2022: \$198990

Total donations same period 2021: \$ 203267

Donations Metrics can be viewed here.

https://docs.google.com/spreadsheets/d/1WMJlSk9taYyQQ3HRM8xCmtwu6IWdREP_gXAZETWfHs0/edit?usp=sharing

Also note that membership status is based on our WildApricot membership data

Lost

new

\$60 first time - publications list clean-up

\$100 first time - POL

\$100 first time - POL

big

\$35000 , trust donation (annual)

Noteworthy

\$40 per month called to double to \$80 a month (second doubling this year!)

\$100 - first time DKYS donation (same as the person I just mentioned!!!!)

\$50, first since 2013, publications clean-up

Communications

This reporting section is being added this month and shows engagement with our regular publications. Historical tracking can be found [here](#)

| Date: | Sent To: | Opened: | Open % | Links Clicked: | Link Click %: | Unsubscribe Requests: | Topical Focus: | # of Articles |
|--------------|-----------------|----------------|---------------|-----------------------|----------------------|------------------------------|-----------------------|----------------------|
| 10/6/2022 | 6927 | 1708 | 24.7% | 328 | 4.7% | 7 | Insights | 3 |
| 10/13/2022 | 6916 | 1816 | 26.3% | 353 | 5.1% | 3 | Projects | 5 |
| 10/20/2022 | 6920 | 1709 | 24.7% | 191 | 2.8% | 5 | Arts | 2 |
| 10/27/2022 | 6923 | 1851 | 26.7% | 245 | 3.5% | 9 | Insights | 6 |

Uversa Press

Historical charting can be [found here](#), graphs will be developed as data shows more trending. Nov saw 4 total (physical) books sent out versus 289 in Oct. This is due to the end of year inventory build that Amazon requires of us. Worth noting is that we are tracking shipment to the vendor's warehouse and not actual sales and so inefficiencies in their inventory management will show as a spike in distribution numbers. Fellowship webstore are true sales. Kindle sales are accounted separately

Book Sales by Channel

Amazon (distributor) hard - 2

Amazon (distributor) soft - 1

Amazon (distributor) - Paramony -1

Amazon FBA soft - 0

Baker and Taylor Hard - 0

Baker and Taylor Soft - 0

New Leaf Hard - 0

New Leaf Soft - 0

Fellowship Webstore Soft - 0

Fellowship Webstore Hard - 0

Fellowship Webstore Leather - 0

Fellowship Webstore Secondary Works - 8

Fellowship Publications - 0

Kindle US - 24

Kindle UK - 0

Kindle Canada - 2

Kindle Other - 0 (Spain, India, Australia)

Pipeline

Prison - 30

POL - 6 (4 Chile, 1 Colombia, 1 Venezuela)

Reader Services

New Member

Thiago Avelar - Colorado

Andre Gurgel - Brazil

Luis Figueroa Conde - Mexico (previous subscriber)

Karla Blackwell - Indianapolis, IN

Stephen Tower - Alberta, CA (thought he already was a member but we had no record)

New Website Registrants

Consuelo Sanchez Mejia - Colombia

Clay Inthepottershands - Monterey, CA (previous subscriber)

Bashir John - Pakistan

Michael Thomas -

Tony Thomas - Boise ID (subscription through store purchase)

George Zuberbuehler - PA (thought he already was a subscriber but we had no record)

New Subscribers

Kerri Miller - San Antonio, TX

Luis Enrique Castillo Fuentes -

Sony - ??

Pio Park - Seattle

Ben - ??

Dennis Blex - Cincinnati, OH (from mail in card from Uversa Press)

Margaret Lloyd Charles - United Kingdom

Additional contact through webstore - USA

Additional Subscribers from Pipeline Form - Venezuela, Chile (x4), Colombia, USA

Additional subscribers from Mazatlan conference - 9 Mexico (spanish list), 1 United States

Letters Received

Subscribe card

Publication subscriptions

Phone

n/a

Social Media[Facebook Page](#)

Reaches - 3245 (down 25.1% month over month)

Page Visits - 109 (down 48.3% month over month)

New FB page likes - 17 (down 59.5% month over month)

[Youtube](#)

Nov

New Subscribers - 13

Total Content Views - 563

Hours Watched - 38.3

Historical Tracking can be found here:

https://docs.google.com/spreadsheets/d/14HgiP0gdvDyWiQLDFeysAZfOVYN1B_QDinrz2kGLaWM/edit#gid=145589418

Complaints and Unsubscriptions

none

Zoom Account Activity

Meetings

Top 10 Users By Meeting Minutes ▾



| | | |
|---|-----------------------------|-------|
| 1 | Urantia Fellowship | 17965 |
| 2 | Urantia Book | 15422 |
| 3 | IFC ZOOM | 7097 |
| 4 | Fellowship2 Urantia Book | 3408 |
| 5 | Eileen Laurence | 3191 |
| 6 | fellowship3@urantiabook.org | 3177 |
| 7 | Tom Allen | 1601 |
| 8 | Duane Johnson | 1591 |
| 9 | Wisconsin Society | 1036 |
| | | |

Top 10 Locations By Meeting Participants ▾



| | | |
|----|---------------|-----|
| 1 | United States | 369 |
| 2 | Bolivia | 65 |
| 3 | Venezuela | 54 |
| 4 | Colombia | 51 |
| 5 | Argentina | 34 |
| 6 | Mexico | 30 |
| 7 | Spain | 26 |
| 8 | Peru | 13 |
| 9 | Costa Rica | 12 |
| 10 | Malta | 12 |