

## Dec 2022 Office Report

NV - December was dominated by work finalizing the 2023 budget, preparation for a major cost savings initiative of upgrading our accounting and payroll systems, beginning a formal engagement with a consulting firm to improve the Fellowship's organic search ranking, completion of user persona research to further develop our web content strategies, end of year giving campaign, onboarding our Spanish reader services coordinator, and an extensive effort on two major initiatives hoping to be released in January of 2023. Many additional activities are reflected across organizational activity in the below report. Questions are always welcome and encouraged!

[https://docs.google.com/spreadsheets/d/1B94tl1rTJuabduq2Fv9beVI2zLg51gFuS7\\_d7NAmXBA/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1B94tl1rTJuabduq2Fv9beVI2zLg51gFuS7_d7NAmXBA/edit?usp=sharing)

## Finances

Donation income for Dec '22 as of 01/06/2023 was \$84990 compared to \$63438 in Dec '21, with a month over month increase from Nov 2022 (Nov donations: \$44548). End of year giving is uniquely difficult to report on as there are a trickle of gifts that come throughout January specifically part of the end of year 2022 giving campaign, so numbers may still shift as will be reflected in our final 2022 financials. Members donated \$62883 with non-members contributing \$23207 in Dec.

Year over year donation income

Total donations for 2022: \$ 285236

Total donations same period 2021: \$266705

Donations Metrics can be viewed here. Worth reviewing is the slow decrease in auto debit donations.

[https://docs.google.com/spreadsheets/d/1WMJlSk9taYyQQ3HRM8xCmtwu6lWdREP\\_gXAZETWfHs0/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1WMJlSk9taYyQQ3HRM8xCmtwu6lWdREP_gXAZETWfHs0/edit?usp=sharing)

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

## Lost

\$50 / month - support a different charity

\$50 / month - deceased

\$50 annual down from \$100 annual

## new

\$1000 - first time donor (personal thank you call)

\$1000 - new member, first time donor (no phone, thank you note)

\$500 - first time donor and new contact! (personal thank you call)

\$100 - first time donor (called)

\$40 - first time donor (no phone, thank you note)

\$25 - first time donor (thank you call)

\$100 - first time donor (personal thank you call)  
\$20/month subscription - new donor this year, second gift this year

big  
\$50000 - !!!

noteworthy  
\$250 - second gift this year and new donor this year  
\$1000 - first gift since 2014

## Communications

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

<b>Date:</b>	<b>Sent To:</b>	<b>Opened:</b>	<b>Open %</b>	<b>Links Clicked:</b>	<b>Link Click %:</b>	<b>Unsubscribe Requests:</b>	<b>Topical Focus:</b>	<b># of Articles</b>
11/16/2022	7035	1733	24.6%	85	1.2%	6	Events	5
11/24/2022	7006	1808	25.8%	330	4.7%	6	Projects	4
11/30/2022	6991	1782	25.5%	166	2.4%	8	Arts	4

## Uversa Press

Historical charting can be [found here](#), graphs will be developed as data shows more trending. Dec saw 44 total (physical) books sent out versus 4 in Nov. Two things are worth noting. First there was a significant inventory build in distribution channels which is the reason for the sharp decline in Nov and Dec. Second 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 - 0  
Amazon (distributor) soft - 8  
Amazon (distributor) - Paramony - 0  
Amazon FBA soft - 0  
Baker and Taylor Hard - 0  
Baker and Taylor Soft - 4

New Leaf Hard - 0  
New Leaf Soft - 0  
Fellowship Webstore Soft - 15  
Fellowship Webstore Hard - 17  
Fellowship Webstore Leather - 0  
Fellowship Webstore Secondary Works - 8  
Fellowship Publications - 0  
Kindle US - 37  
Kindle UK - 3  
Kindle Canada - 3  
Kindle Other - 5 (India, Netherlands, 3x Australia)

## Pipeline

Prison - 38 books placed  
POL - Canada, Uganda (x2), Nigeria, Philippines, Colombia

## Reader Services

### **New Member**

ZAIRA DORANTES RUBIO - Mexico, scholarship beneficiary  
Rudranil Ghosh - India  
Cason Bowen - Caldwell, ID  
Michael Swanson - New Albany, OH

### **New Website Registrants**

John Kimball - FL

### **New Subscribers**

Noel Daniel - Colombo, Sri Lanka  
Elizabeth McColloch - Springfield, MO  
Herrie Beth - New York, NY  
Javier Martinez - ?  
Chris Simondet - Saint Peter, MN (from Urantia Book contact card)  
Pedro Vasquez - KC, MO (store)  
Trish Walters - Pikeville, KY

Additional contact through webstore - Canada  
Additional Subscribers from Pipeline Form - Canada, Uganda (x2), Nigeria, Philippines, Colombia

### **Website Activity Report**

56 - Subscribers on Website Last 90 days

13 - Website Registrants on WEbsite Last 90 Days  
48 - Fellowship Members on Website Last 90 Days

### **Letters Received**

donations

### **Phone**

Call with a new contact interested in prison ministry activity  
Calls to connect with a specific member (x2)

### **Social Media**

[Facebook Page](#)

Reaches - 2467

Page Visits - 113

New FB page likes - 22

Youtube - Dec      Historical youtube information can be found [here](#)

New Subscribers - 7

Total Content Views - 283

Hours Watched - 17.8

### **Complaints and Unsubscriptions**

1 unsubscribe, Too many emails - generally

1 unsubscribe, no reason given

## ZOOM Activity

### meetings

#### Top 10 Users By Meeting Minutes ▾



1	Urantia Book	11445
2	IFC ZOOM	4436
3	Fellowship2 Urantia Book	4136
4	fellowship3@urantiabook.org	2550
5	FTW Society	1161
6	Tom Allen	1072
7	Urantia Fellowship	565
8	Eileen Laurence	487
9	Wisconsin Society	437
10	Derek Samaras	210

#### Top 10 Locations By Meeting Participants ▾



1	United States	271
2	Bolivia	33
3	Colombia	9
4	Mexico	8
5	Malta	6
6	Peru	5
7	Panama	4
8	Argentina	4
9	Chile	4
10	Canada	4