



Website Report 2014 to 2015

As of September 28, 2015

October 11, 2015, 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. I would not be able to handle the membership and web activities without the system. We pay \$540 per year for the facility because we have more than 250 active members. That nets to \$1.75 per active member. We recently locked-in that price for two more years by paying in advance. We will see a price increase in 2018.

The membership management functions of the site now track 1,121 contacts vs. 1,100 last year, 1,010 in 2013, and 973 in 2012. 724 are archived past members. 310 are paid members. Five are complimentary members, and 82 are lapsed (members from 2013 and 2014 who did not renew in 2015). From time to time I try to get lapsed members to rejoin. If not, after two years, they are eventually archived.

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

239 members (77%) logged-in to the website in 2015. Many have accessed the site hundreds of times. Five have accessed it more than 300 times. 493 is the high.

14 members are using an email address @101scout.org. Five are actual mailboxes. Nine are forwards.

For the first time in our history, all of the 310 active members have valid email addresses. Obviously, there is no need to mail physical notices unless we choose to do so. The Wild Apricot system provides extensive member search and bulk email facilities.

In 2013 we enabled online orders and payments for the R&O. The process continues to work well. We sold 21 manuals this way in 2013, 38 in 2014, and 29 to date this year. That's 88 in total.

Last year we added an online membership card for members to view and print. Tim Baer also prints renewal dates on mailing labels for the WOW.

Eighteen years, 73 newsletters, are now online. Four current and 10 historical WOWs were added in 2015.

Domains and web resources in use, owners, renewal dates, and hosts:

101Scout.Com, Walker, expires when?, Network Solutions

101Scout.Org, Alperin, expires October 05, 2016, iPage

101Scout.Net, Alperin, expires October 05, 2016, iPage

WildApricot.Com hosts 101Scout.Org site - 310 MB, 16% of 2GB maximum. Due December, 2017.

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 2016:

Scan and post WOWs for members-only. Four current and eight historical will be added.

Provide free email address to members (example: GeorgeYarocki@101Scout.org) using iPage.

Cordially,

Jeff Alperin