# Projects Coordinator Report – Tina Roalef

## Webinar Series 09/01/2020 – 3/31/2021

* 7 webinars completed in Webinar Series with CMEs offered
  + Revenue – Approx. **$1,087** (just registrations) **a 202% increase** from previous period
    - **$717** is CME Revenue – (66% of total revenue)
  + Average attendance rate: **54%**
  + Total Attendees – **207**
  + Most viewed recordings:
    1. Treating the Acute MH Crisis – Dr. Cynthia Wong
    2. COVID and MH – Dr. Teeda Pinyavat
    3. MH Case Discussion – Dr. Stacey Watt

## Social Media – Jan 1, 2021 – Mar 31, 2021

* Facebook (3,756 page likes) An average increase of **35** per month
  + Engagement **+3%**
* Twitter (1,737 Followers) An average increase of **3** per month
  + Engagement **+131%**
* Instagram
  + Instagram has **370** followers **+21%**
* Referral Traffic from Social Media
  + **2,129 website clicks** from social media – **a 31% increase** compared to last three months
  + Conversions from Social (product purchases and webinar signups)
    - 24 total purchases – **+ 243%**
    - **3.9 %** of all purchases

## Website – Jan 1, 2021 – Mar 31, 2021

* Page Views
  + 177,549 Total Page Views
  + **22% increase** compared to last three months
* Traffic Sources: (where are site visitors coming from?)
  + 65% - Organic search (Search Engines)
  + 23% - Direct (website)
  + 5.5% - Referral (Outside Sources)
  + 3.5% - Social (All Social Media)

Possible future ideas:

Escape Room Idea:

* Teams try to “escape the OR” by successfully treating the MH crisis
* Registration fee
* Schedule on a case-by-case basis
* Host via Zoom with questions on Google forms – the questions must be answered correctly to move on to the next question. Teams win the escape room by answering all questions correctly

Virtual Expos/Conferences

* Charge registration fee
* Make it an annual event
* Use Zoom Breakout rooms to have “booths” from sponsoring companies – example: Dynasthetics
* Sponsors pay for “table” space

Membership Onboarding Series/Check in

* Create email series welcoming new members to MHAUS
* Each email will have a membership benefit, feature, service, or product the member can access
* Mid-membership check-in – see how we are doing and how we can service member better
* Renewal email – explain how membership dues helped MHAUS

Donor Retention Plan

* Immediately thank each donor with customized email
* Email updates to each donor explaining how funds are being used
* Tell a story, ask for feedback, see how MHAUS is doing