October 13, 2017

Notes:
- No new members in the last month
- Ordering new membership cards

Membership:
Our largest number of members are Individuals, followed by nonprofits and seniors.
October 13, 2017

**Highlights:**

- We’re close to 1,000 likes on our Facebook page and almost at 1,000 followers!

**CAUFC Communications Channels**

Email subscriber list numbers dropped as I moved the group of CIRCLE program volunteers out of the master list and onto their own list to make it easier to send out email blasts to this group. We will be trying to keep up our social media presence and grow our followers through the end of the year.

- Facebook page likes: 969
- Facebook page followers: 959
- Twitter: 864
- Email subscribers: 1689
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CAUFC Website Views and Visits

Visits to the website reached new highs with the conference during July and August. Resources from the conference have been added and now we’re in the process of developing new content.

Most Visited Pages
- CAUFC
- Resources
- Workshop Resources
- Life Among the Leaves
- Photos
- About Us
- Why Urban Forests
- Conference 2017
- Events

Referrers
- Search Engines
- fire.ca.gov
- mailchimp.com
- forestryusa.com/forestry-community.html
- mail.yahoo.com
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**IFGU Communications Channels**

IFGU social media has plateaued recently but will be receiving more attention in the immediate future, to promote new resources and the CIRCLE 2.0 program.

- Facebook page likes: 843
- Twitter: 568
- Instagram: 616
IFGU Website Views and Visits

IFGU site has been updated to allow for easy news updates. CIRCLE 2.0 program has been set up with some extra functions added for the CIRCLE 2.0 program.
Double-sided flyers on urban forestry benefits

Four new flyers, all translated into Spanish on focused on a category of benefits provided by the urban forest.
New Resources

Folded mini poster on the tree deaths in Southern California

English and Spanish editions were produced.