

2022-2023 Communication Summary

April 19, 2023 – VCA Annual General Meeting

Newsletters



We have an excellent open rate. 83% of newsletters sent are opened by recipients. Thank you!

May 2022

- 4 Newsletters
- Sunset Social, New VCA President, Garden Volunteers, Conservation Work in Ravine, Coyotes, AGM Recording, Earth Day Cleanup, Community Day

June 2022

- 5 Newsletters
- Loyalty Partners, Sunset Social, Hawley Update, New VCA VP,

July 2022

- 3 Newsletters
- Golf Registration

August 2022

- 4 Newsletters
- Golf, 20th Anniversary, Decorating Contests

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September 2022

- 4 Newsletters
- Golf, AGM Security Talk, Hawley Council Update

October 2022

- 6 Newsletters
- Decorating Contests, Golf Photos, General Meeting

November 2022

- 6 Newsletters
- Lights, Decorating Contests, Urn Class

December 2022

- 3 Newsletters
- Street Parking, Lights

January 2023

- 5 Newsletters
- Coyotes, Holiday Lights, Winter Mix & Mingle, VCA Executive Nominations

February 2023

- 4 Newsletters
- Loyalty Partners, Mix & Mingle, VCA Resident Survey

March 2023

- 4 Newsletters
- New Loyalty Partners, Mix & Mingle, AGM Date, Coyotes, Membership Renewal, Member Survey

April 2023

- 1 As of April 6
- AGM, By-Law Revisions, Loyalty Partners, Membership Renewal

Total number of Newsletters – 48 as of April 6

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Website – www.thevillagenotl.org



Web Traffic

Visitors to the website are increasing and monthly variations reflect the number of newsletters with links to the site and activity in The Village.

This summary of each month shows the number of visitors, the number of pages viewed, the top viewed pages and the number of newsletters.

May 2022

- 467 Pages Viewed
- 276 Visitors
- Home Page, Future Developments, Sunset Social
- 4 Newsletters

June 2022

- 371 Pages Viewed
- 252 Visitors
- Home Page, Sunset Social, Farmers Market, Future Developments, News
- 5 Newsletters

July 2022

- 309 Pages Viewed
- 210 Visitors
- Farmers Market, Home Page, Golf Day, News, Future Development
- 3 Newsletters

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August 2022

- 408 Pages Viewed
- 276 Visitors
- 20 Anniversary, Home Page, Farmers Market, News, Golf Day
- 4 Newsletters

September 2022

- 385 Pages Viewed
- 255 Visitors
- Golf Day, Home Page, News, Developer Contact
- 4 Newsletters

October 2022

- 657 Pages Viewed
- 360 Visitors
- General Meeting, Porch Contest, Golf Day, Home Page, News
- 6 Newsletters

November 2022

- 416 Pages Viewed
- 284 Visitors
- Porch Contest, Home Page, Future Development, Loyalty Partners, Holiday Lights
- 6 Newsletters

December 2022

- 248 Pages Viewed
- 193 Visitors
- Home Page, News, Membership, Laneways
- 3 Newsletters

January 2023

- 373 Pages Viewed
- 153 Visitors
- Home Page, Wildlife in the Village, Loyalty Partners, Social Home Page
- 5 Newsletters

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February 2023

- 465 Pages Viewed
- 283 Visitors
- Winter Mingle, Home Page, Social Home Page, Ferox Form, News
- 4 Newsletters

March 2023

- 383 Pages Viewed
- 238 Visitors
- Home Page, Membership, Ferox Form, Loyalty Partners, Social Home Page
- 4 Newsletters

April 2023

- To be added

Web Traffic Summary 2022-2023 year-to-date

Yearly Total (for 11 months only)

Total number of Visitors – 2780

- Average each month - 253

Total number of Pages Viewed – 4482

- Average each month - 407