

Communications Committee Report: First Quarter FY22

December 10, 2021

Trust: General Support

General Communications Efforts

- Email
 - 15,477 subscribers, a slight increase of 133 from Fourth Quarter. Between 26-31% open rate on Canal Connection emails, highest was the Picnic in the Park email with 34% and 3% click rate.
- Website
 - Working on reviewing and revising website text and re-organizing site navigation to better reflect our current activities and mission. Heidi left a detailed document about some of these updates.
- Social media
 - Facebook and Instagram show slight growth and continued engagement. From previous report in September, Facebook Followers: 11,837 -> 11,885 Instagram Followers: 3,191 -> 3,221.
 - Adding LinkedIn back into rotation and will be providing stats moving forward on all social platform performances using Zoho Social.
- Canal Quarterly
 - Fall Canal Quarterly was mailed mid-November.

Merchandise

- 2022 Calendar available as pre-sale and currently at the printer, expected to arrive this week.
 - 93 calendars sold so far for \$1,107.05.
 - 250 ordered with 13 going out to photographers.
- Towpath Guide to the C&O Canal since September: 11 purchased for \$165.
- Route One shirt sales: 346 shirts sold for \$4,890.29 in profit.
 - New designs - dark green long-sleeve t-shirts and blue beanies with heron patch are ordered, long-sleeve shirts will go in the Canal Quarterly for pre-sale, beanies expected for pre-sale Dec 14.
- C&O Canal Explorer new version now available in Google Play.

Media and Community Outreach

- Washington Post article on William O. Douglas' role in advocating for saving the C&O Canal from becoming a highway.
 - <https://www.washingtonpost.com/history/2021/10/16/william-douglas-hike-washington-canal/>
- Sharpsburg Town Crier
 - Article about towpath resurfacing will be published this week.

Development Support

- End of Year Appeal material support and email campaign support.
- Giving Tuesday social support.

Canal Quarters

- While Canal Quarters bookings saw a slight decrease in October bookings compared to last year, overall bookings are still performing better than pre-pandemic.
- Lockhouse 10 boasted 96.8% occupancy in October.
- LH6 was slower at 77.4% compared to last year at 100%.
- Discussion about passing entire \$75 cleaning fee on to visitors and requiring a minimum two-night stay on holidays and weekends.

Canal Classrooms

- Stewardship report shared with Canal Classrooms donors in August.