

# Communications

April 6, 2019 AGM



# Your GBA Communications Team



**Eric Armour**  
San Souci /  
Copperhead



**Marc Cooper**  
West Carling



**Rolfe Jones**  
Cognashene



**Doug Whitton**  
McGregor Bay



**John Carson**  
Wah Wah  
Taysee



**Jamie  
Drayton**  
Manitou



**Liz Phillips**  
Bay of Islands

# 2018 Communications Report

1. GBA Update: News
2. New Communication Templates
3. eUpdate: Distribution offer to Associations
4. Website and Facebook traffic update
5. Association Website Template

Maintaining and enhancing the professional reputation of GBA

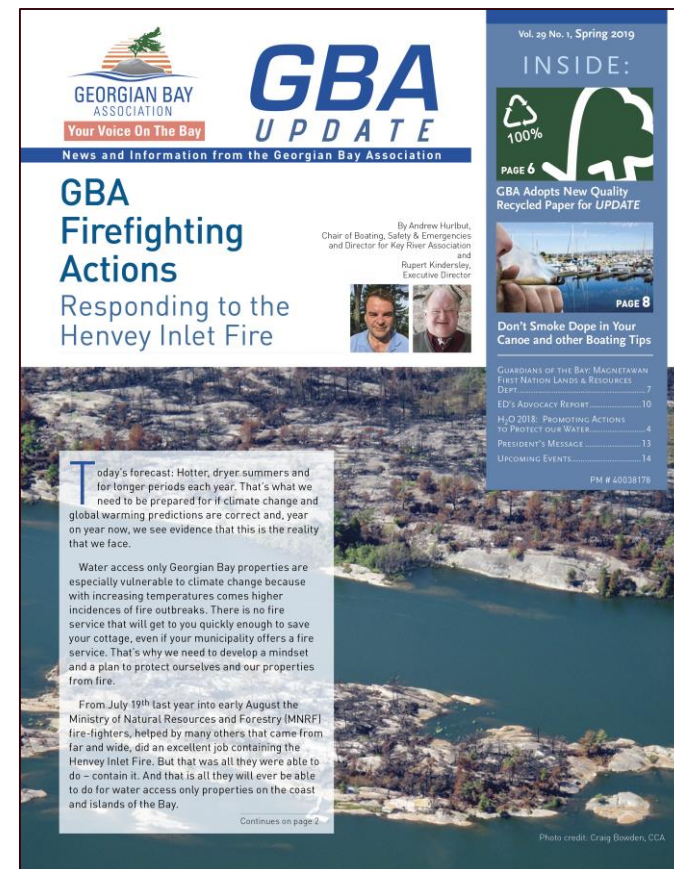
# GBA Update: News

## • New Printer/Paper:

- Warren's Waterless is our new printing partner
- Printing process is totally chlorine free; eliminates the use of fresh water & greatly reduces use of harmful chemicals
- Uses low-impact Bullfrog Power
- Superior 100% pure recycled paper
- Better reproduction values - sharper images and graphics
  - Happy readers – happy advertisers!!
- Saves us \$\$\$

## • Incoming editorial team:


- Rolfe Jones (Editor) & Liz Phillips (Deputy Editor)



Big thank you to outgoing Editor John Carson on a job very well done!

# New Communication Templates


Spring edition of eUPDATE, ice coverage, endangered species and more. [No Images? Click here](#)



**Your Voice on the Bay**

## GBA eUPDATE

March 2019




**Spring is here!**

With the first official day of Spring past, the warm weather is on the way.


In this issue of eUPDATE, we cover the spring edition on UPDATE, which includes some great stories to inspire us and some important advocacy issues the GBA is involved in. We have a quick review of the ice coverage on the Great Lakes this winter and what it means for us as we head in to the summer. We also cover endangered species, GBA member benefits, a GBA job opportunity, and of course water levels and more.

We hope you enjoy the read as you get ready for Spring on the Bay.



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As a member of [MemberAssociation, fallback= a GBA Local Member] Association you are a member of the Georgian Bay Association (GBA) and entitled to receive the *GBA eUPDATE* by email. You can unsubscribe at any time by clicking the unsubscribe link found at the bottom of each email.



**Your Voice on the Bay**

## GBA Special eUPDATE


February 2019



**Lorem Ipsum**

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**Your Voice on the Bay**

## GBA President's Letter

**Headline - February 2019**

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"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Improving the way we communicate with our members and our Presidents



# eUpdate: Distribution offer to Associations

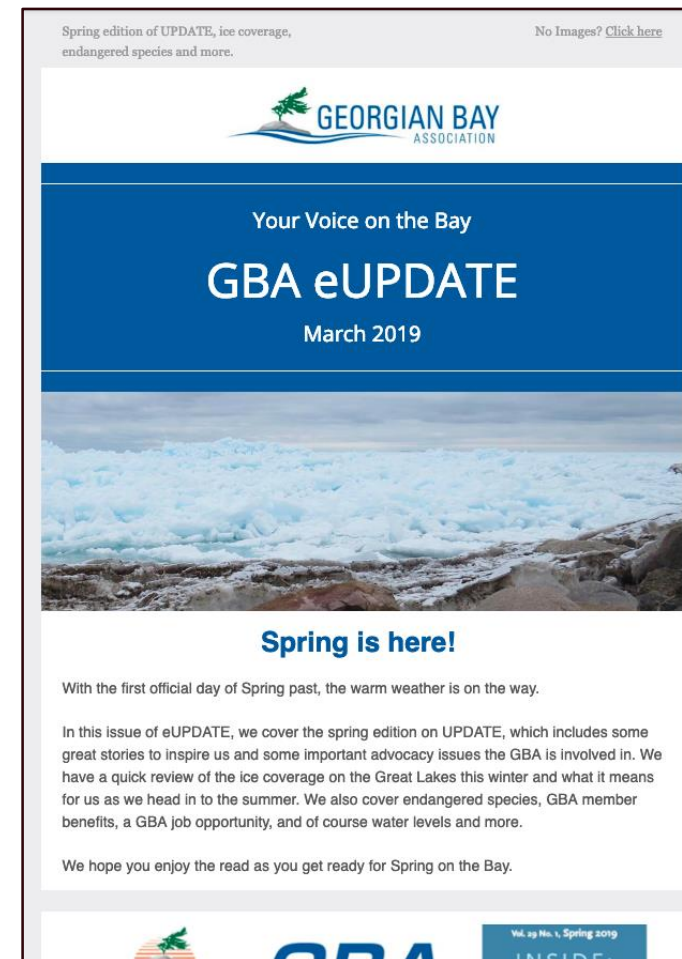
**We have 1,641 active subscribers to eUPDATE**

- **597 are from 4 associations:**
  - Cognashene
  - Manitou
  - West Carling
  - Wah Wah Taysee
- **Easy to set up, CASL Compliant, and keeps your members up-to-date:**
  - Only 24 unsubscribes - very few from our Association Distribution lists

**April 2018 through March 2019**

- **Open rates** range between **61% and 75%;**
- **Clickthrough rates** are between **40% and 50%**

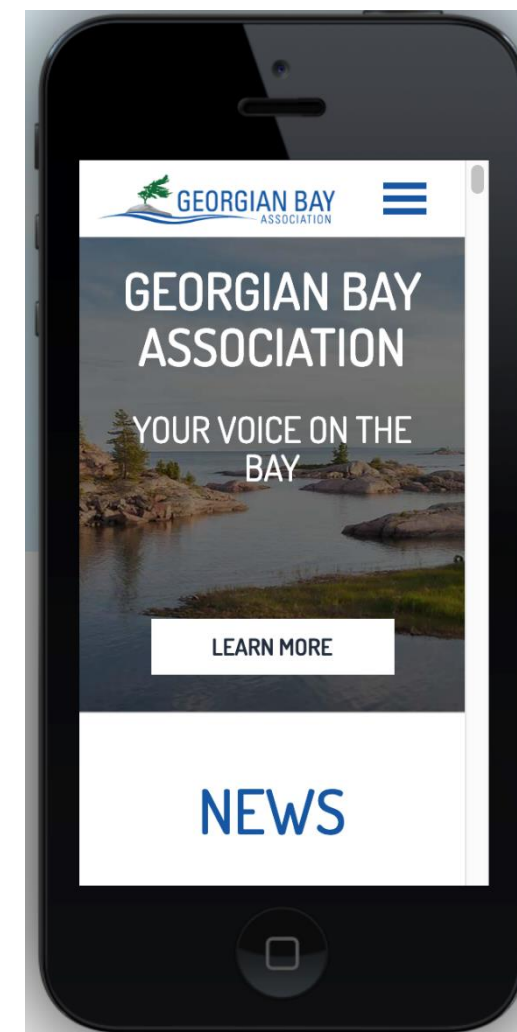
**Contact Marc Cooper and sign your Association up today!**



# Update on GBA Website and Facebook traffic

## Website Traffic: April 2018 though March 2019

- **48,000 users** – average time on site **over one minute**
- **Traffic spikes with eUPDATES** and Social Posts
- **Most Popular content** - [RATTLER LESSON](#) – originally posted to our website May 2010, promoted on Facebook in August 2018 (**over 39,000 views**)
- **Most Popular regular content:** Water Levels, Boating Safety & Emergencies, digital editions of UPDATE
- Our advertisers banners average **3,500 impressions per month** and 25 clicks **0.71% CTR**





Website traffic has increased this year by almost 2.5X

# Update on GBA Website and Facebook traffic

## Facebook:

- We have **1,312 followers** and 1,197 page likes
- Average Post reach: 1,355
- Average Engagement:
  - Photos - 216 Clicks
  - Photos - 46 Reactions, Comments & Shares
  - Links - 27 Clicks
  - Links - 5 Reactions, Comments & Shares



Type	Average Reach		Average Engagement	
 Photo	1,355	<div style="width: 100%;"></div>	216 46	<div style="width: 100%;"></div> <div style="width: 20%;"></div>
 Link	573	<div style="width: 40%;"></div>	27 5	<div style="width: 20%;"></div> <div style="width: 5%;"></div>

30% increase in followers, steady increase in engagement by providing shareable **photo** content



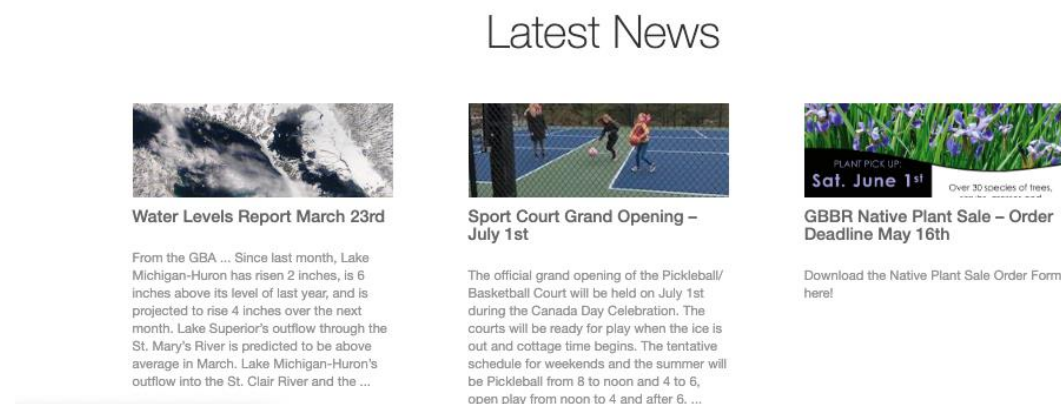
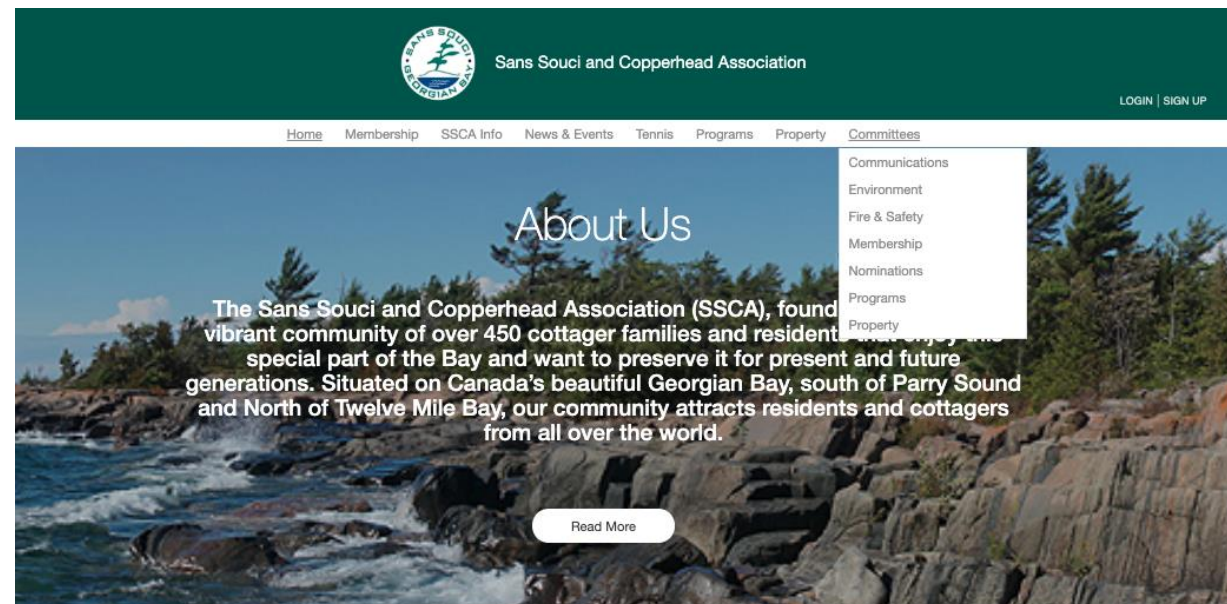
# Association Website Template

## Current or planned sites:

- Bay of Islands
- Northern Georgian Bay
- West Carling
- Sans Souci & Copperhead
- Woods Bay (TBD)
- Wah Wah Taysee (TBD)

All of the **news and information** you would expect plus:

- Complete online **membership management** including **PayPal** integration
- Lost and Found and Classifieds
- Advertising banners or Sponsorship Ads

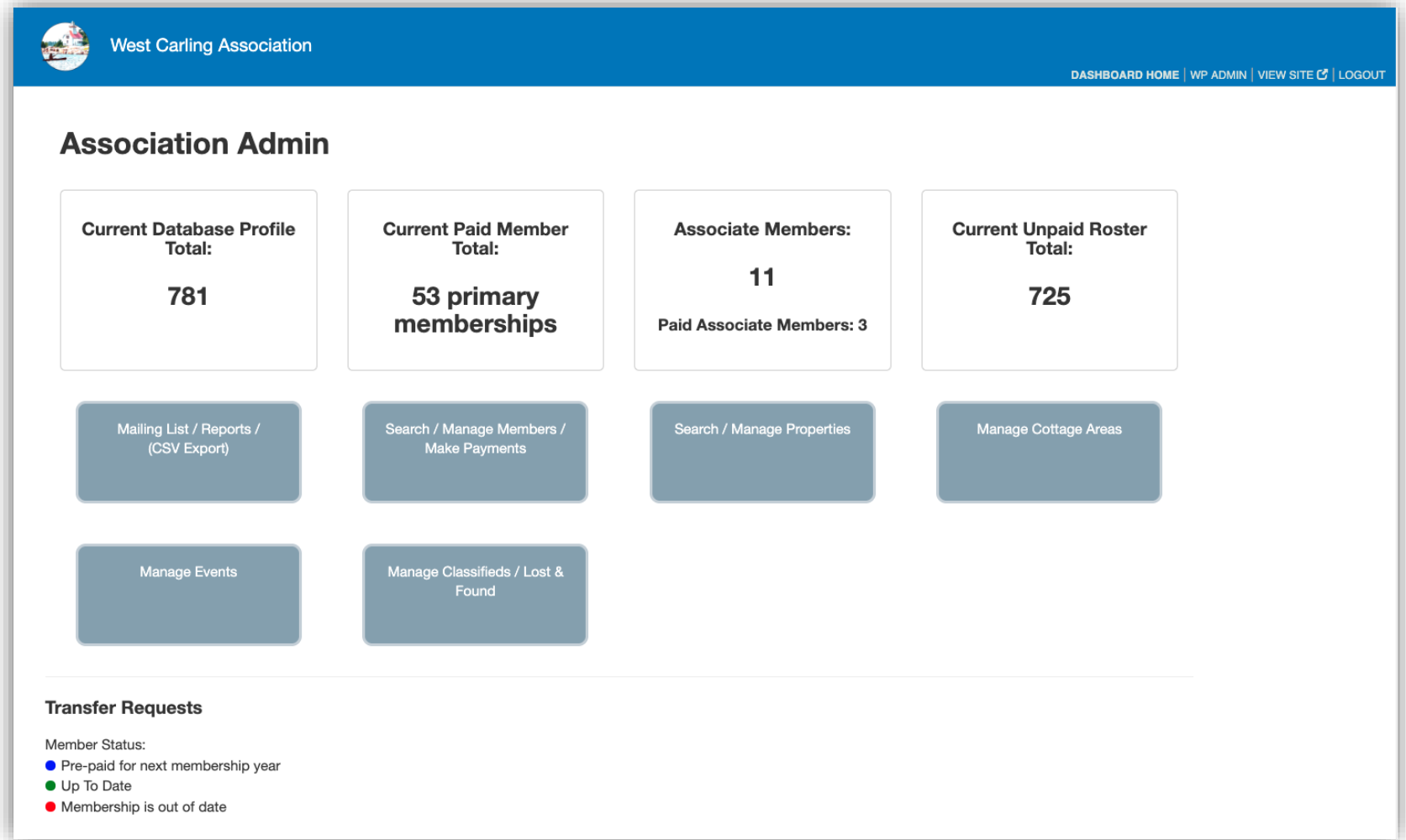


*Sans Souci & Copperhead*

# Association Website Template

## Administrative Dashboard:

- At a glance paid and unpaid members by type
- Customizable reports for on screen or exporting to excel



The screenshot displays the administrative dashboard for the West Carling Association. The header includes the association's logo and name, along with navigation links for Dashboard Home, WP Admin, View Site, and Logout. The main section, titled 'Association Admin', features four summary cards: Current Database Profile Total (781), Current Paid Member Total (53 primary memberships), Associate Members (11, with 3 Paid Associate Members), and Current Unpaid Roster Total (725). Below these are six action buttons: Mailing List / Reports / (CSV Export), Search / Manage Members / Make Payments, Search / Manage Properties, Manage Cottage Areas, Manage Events, and Manage Classifieds / Lost & Found. A 'Transfer Requests' section at the bottom provides a legend for Member Status: Pre-paid for next membership year (blue dot), Up To Date (green dot), and Membership is out of date (red dot).

**West Carling Association**

DASHBOARD HOME | WP ADMIN | VIEW SITE | LOGOUT

### Association Admin

Current Database Profile Total:	Current Paid Member Total:	Associate Members:	Current Unpaid Roster Total:
<b>781</b>	<b>53 primary memberships</b>	<b>11</b> Paid Associate Members: 3	<b>725</b>

Mailing List / Reports / (CSV Export)

Search / Manage Members / Make Payments

Search / Manage Properties

Manage Cottage Areas

Manage Events

Manage Classifieds / Lost & Found

### Transfer Requests

Member Status:

- Pre-paid for next membership year
- Up To Date
- Membership is out of date

# Association Website Template

## Member Profile View:

Admin snapshot of all membership details including:

- Co-owners
- Associate members
- Property information, including multiple properties
- And Payment Status'
- Ability to edit or request additional information

### Profile

Your 2019 Fees have been paid

**First Name:** Marc  
**Last Name:** Cooper  
**email:** mcooper@agency59.ca  
**Home Address:** 31A Osborne Avenue  
**Home City:** Toronto  
**Home Prov/State:** ON  
**Home Postal/Zip:** M4E 3A8  
**Home Country:** Canada  
**Home Phone:** (416) 419-2055  
**Cell Phone:**  
**Cottage Phone:** (705) 342-7470  
**Alternate Email:** scooper@agency59.ca  
**Alternate Email 2:** rhartcooper@gmail.com  
**Receive email:** No  
**Receive Mail:** No  
**Send Newsletter:** home  
**Show in member directory:** Yes

Edit profile and make payments 

Member directory 

Printable phonebook 

#### Cottage Information

**Address:** 34 Jolliffe Lane  
**Map No.:** 001a  
**Area:** SANDBAY RD  
**Assessment:** 011 05901  
**Fire Pump:** no  
**Defibrillator:** no

Update This Property

Remove This Property

Add Property

#### Co-owner

**Name:** Scott Cooper  
**Email:** rscooper@azimutharts.com

Edit This Co-Owner

Remove This Co-Owner

Add Co-Owner (Max. 2 co-owners allowed)

#### Associate Member

**Name:** Rebecca Hart  
**Email:** rhartcooper@gmail.com

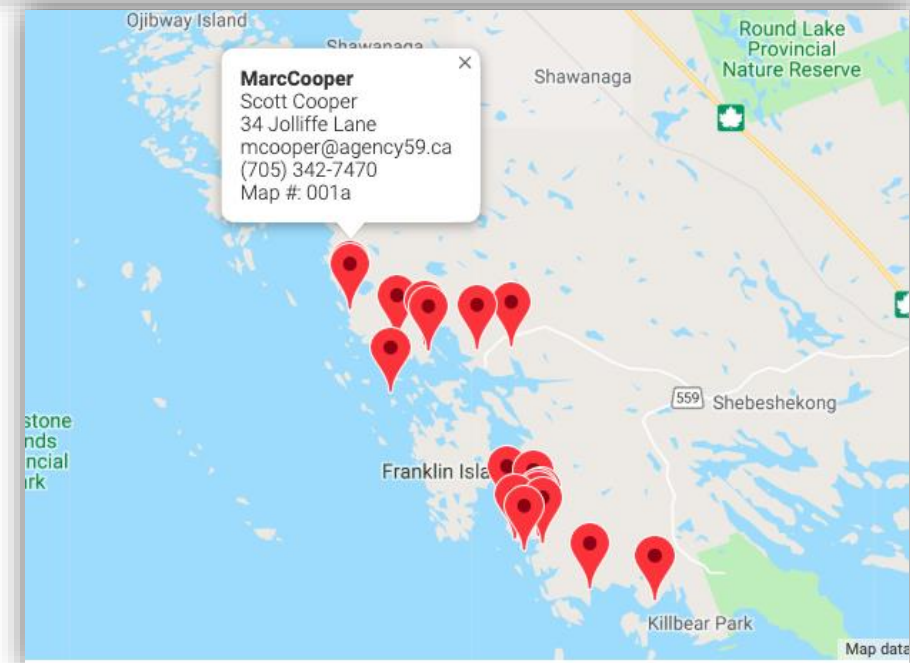
Edit Associate Member

# Association Website Template

## Searchable Online Membership Directory:

- Full details for each member, at home and the cottage, including Lat and Lng, Fire Pump and AED indicator
- Map view with positionable icons and pop-up contact info

<b>Peter Chapin &amp; Diane Chapin</b>		21 Water Access Zone P	<a href="#">View Details</a>
<b>Chris Chapman</b>		Chapman Island (in Snug Harbour)	<a href="#">View Details</a>
<b>Marc Cooper &amp; Scott Cooper</b>		34 Jolliffe Lane	<a href="#">Hide Details</a>
31A Osborne Avenue Toronto, ON M4E 3A8 Canada		<b>Home:</b> (416) 419-2055 <b>Cottage:</b> (705) 342-7470 <b>Scott Cell:</b> (416) 346-8215 <b>Marc Email:</b> <a href="mailto:mcooper@agency59.ca">mcooper@agency59.ca</a> <b>Scott Email:</b> <a href="mailto:rscoper@azimutharts.com">rscoper@azimutharts.com</a>	<b>Map No.:</b> 001a  <a href="#">View on map</a> <b>Lat:</b> 45.445488317769 <b>Lng:</b> -80.384677692065
<b>Larry &amp; Jane Corke</b>		#51 Island 65C	<a href="#">View Details</a>
<b>John Crean &amp; Wendy Crean</b>		21 Canoe Channel	<a href="#">View Details</a>



# Association Website Template

## Printable Phone Directory:

Date: Mar 28, 2019

# West Carling Association Phonebook

**ANDERSON** - Ken and Mary Lou

Cottage Phone: (705) 342-9392  
Home Phone: (519) 690-1046  
Cell: (519) 670-0667

4 The Cottage Lane  
Map No.: 331

**BIALKOWSKI** - Bill

Cottage Phone: (705) 342-7354  
Home Phone: (905) 833-7508  
Cell: (647) 620-9669

10 West Wind Trail  
Map No.: 261

**BOWDEN** - Richard & Shelagh

Cottage Phone: (705) 774-4600  
Home Phone: (519) 599-7656

FR #3 Rose Island  
Map No.: I-065 003

**BRESNAHAN** - Pam & Kit

Cottage Phone:  
Home Phone:  
Cell: (705) 342-5761

2 & 4 Keyhole Road  
Map No.: 332, 333

**BURKETT** - Rob & Leslie Wilson

Cottage Phone:  
Home Phone: (416) 820-9050  
  
Leslie Wilson:  
Cell: (416) 880-2342

6 Kewis Island  
Map No.:

**CAVENDER** - Al & Leslie Cavender

Cottage Phone: (705) 774-3622  
Home Phone:  
Cell: (705) 728-0129

C278 Island  
Map No.: I-278

**CHAPIN** - Peter & Diane Chapin

Cottage Phone: (705) 346-2534  
Home Phone: (434) 293-0813  
Cell: (434) 981-2250  
  
Diane Chapin:  
Cell: (434) 981-1916

21 Water Access Zone P  
Map No.: 248

**CHAPMAN** - Chris

Cottage Phone: (705) 342-9957  
Home Phone: (519) 485-3089  
Cell: (519) 536-0944

Chapman Island (in Snug Harbour)  
Map No.: I-255

**COOPER** - Marc & Scott Cooper

Cottage Phone: (705) 342-7470  
Home Phone: (416) 419-2055

34 Jolliffe Lane  
Map No.: 001a

To learn more – contact Marc – 416-484-4861