



NEW ENGLAND HEALING SPORTS ASSOCIATION

End of Year Review 2022

Improvements to SEO have boosted our organic search ranking for the term "adaptive sports NH" to the top of page 1. Previously we did not rank for this in the first 5 pages of search results.

We closed the year with 360 new followers on social media, nearly 100 new email subscribers, and an increase in our open rate of 2%.

A small group of donors hosted a cocktail party that resulted in almost \$3k in donations.



★ DEMOGRAPHICS

Women -55%
Men- 45%

Age - 35-44

★ TRAFFIC

Direct Traffic - ↑ 10%
Organic Traffic - ↑ 5%

Social Traffic - ↑ 16%
Referral Traffic - ↑ 579%

★ BEHAVIOR

Sessions- ↑ 24%
Pageviews - ↑ 92%

Bounce Rate - ↓ 81%
New Visitors - ↑ 16%

➔ Biggest Increase in traffic/users remains 35-44 and 45-54 years of age, both with a 15% increase over the same period in 2021.

➔ Direct Traffic = people are searching for NEHSA specifically

➔ Organic Traffic = people referred by a search engine, like Google or Bing

➔ Sessions = How much time people spent on your website reading, searching etc

➔ Pageviews = Pages viewed by visitors to the site

★ FUNDRAISING EFFORTS

2. NH Gives
↑

1. Ski & Ride-a-thon
↑ 12% YOY

★ AUDIENCE & ENGAGEMENT

Email Subscribers - 1795
Open Rate - 55%

Social Media = 2075
Facebook & Instagram



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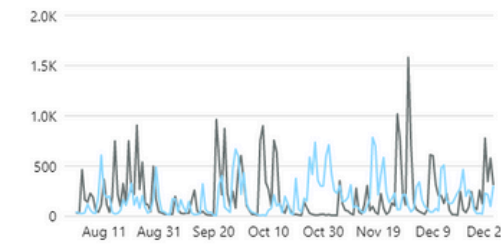
★ SOCIAL MEDIA

How Many People/Accounts Reached between 8/1/22-12/31/22 compared to the same period in 2021 on Instagram & Facebook.

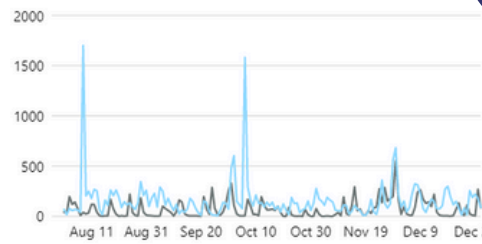


Reach

Facebook Page reach
11,835 ↓ 10.8%



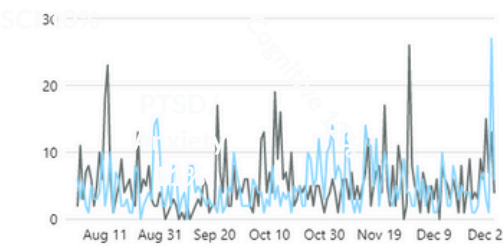
Instagram reach
10,889 ↑ 379.7%



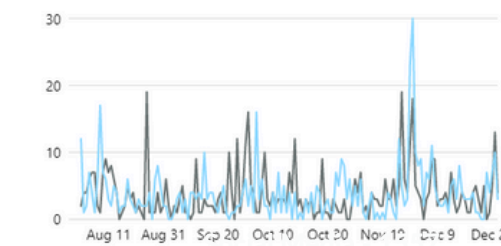
People/Accounts who visited our profile pages between 8/1/22-12/31/22 compared to the same period in 2021 on Instagram & Facebook

Page and profile visits

Facebook Page visits
748 ↓ 8.8%



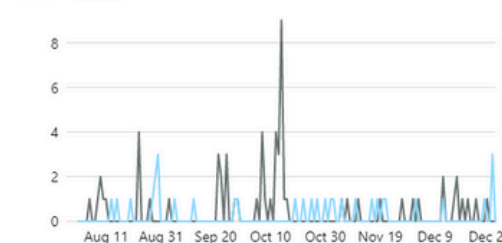
Instagram profile visits
585 ↑ 1.9%



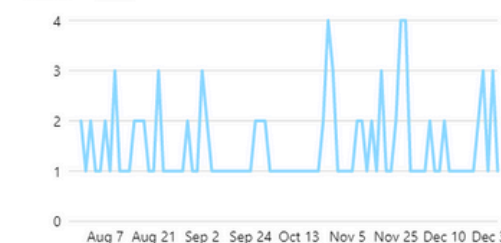
People/Accounts who followed our profile pages between 8/1/22-12/31/22 compared to the same period in 2021 on Instagram & Facebook

New likes and follows

Facebook Page new likes
32 ↓ 49.2%



New Instagram followers
129 ↑ 200%



There is no comparison for Instagram against 2021 because Facebook did not own the product. Instagram does not keep historical data beyond a rolling 90 days.



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★ PROGRESS -

2022 did finish strong with the start of the 22/23 Snow Sports Season and the Ski & Ride-a-thon.

Web traffic increased compared to the same period in 2021, with a focus on keyword and search term tracking and refinement.

We crushed our referral goal!

★ 2022/23 WEBSITE GOALS:

1. Increase website traffic by 30% YOY
2. Increase organic search by 30% YOY
3. Build Back Links & Referral traffic

★ 2022/23 SOCIAL MEDIA GOALS:

1. Maintain a content calendar
2. Increase Page & Profile visits by 20% YOY
3. Continue to build audience at 150 follows per quarter

★ 2022/23 EVENT GOALS:

1. Refine Auction items to target audiences
2. Increase participation/new donors by 10% YOY
3. Increase Funds Raised by 10% YOY



Anxiety
11%

Social Media - 1557