

Friends of Williamsburg Rowing

Annual Spring Meeting

April 23, 2016

FWR Metrics 2016

Financials

Balance Sheet

	<u>12/31/2015</u>	<u>12/31/2014</u>	<u>12/31/2013</u>
Assets			
Checking Account	\$ 9,870	\$ 8,502	\$ 4,616
General Savings Account	1,550	882	-
WMRC Endowment Account	12,263	10,136	5,873
PayPal Account	-	591	496
Deposits in Transit	250	-	150
Total Assets	23,933	20,111	11,136
Liabilities			
Homecoming Expense Payable to Director	-	-	891
Golf Prepayment	132	132	132
Total Liabilities	132	132	1,023
Net Assets	\$ 23,801	\$ 19,979	\$ 10,113

Financials

WMRC Endowment

<u>Asset Class and Ticker Symbol</u>	<u>12/31/2015</u>	<u>%</u>	<u>12/31/2014</u>	<u>%</u>
US Stocks (VTI)	\$ 2,399	19.6%	2,120	20.9%
Foreign Stocks (VEA)	2,056	16.8%	1,591	15.7%
Emerging Markets (VWO)	1,668	13.6%	1,241	12.2%
Dividend Stocks (VIG)	1,866	15.2%	1,542	15.2%
Real Estate (VNQ)	1,595	13.0%	1,377	13.6%
Corporate Bonds (LQD)	1,596	13.0%	1,314	13.0%
Emerging Market Bonds (EMB)	952	7.8%	768	7.6%
Cash	131	1.1%	184	1.8%
Total	\$ 12,263	100.0%	10,136	100.0%

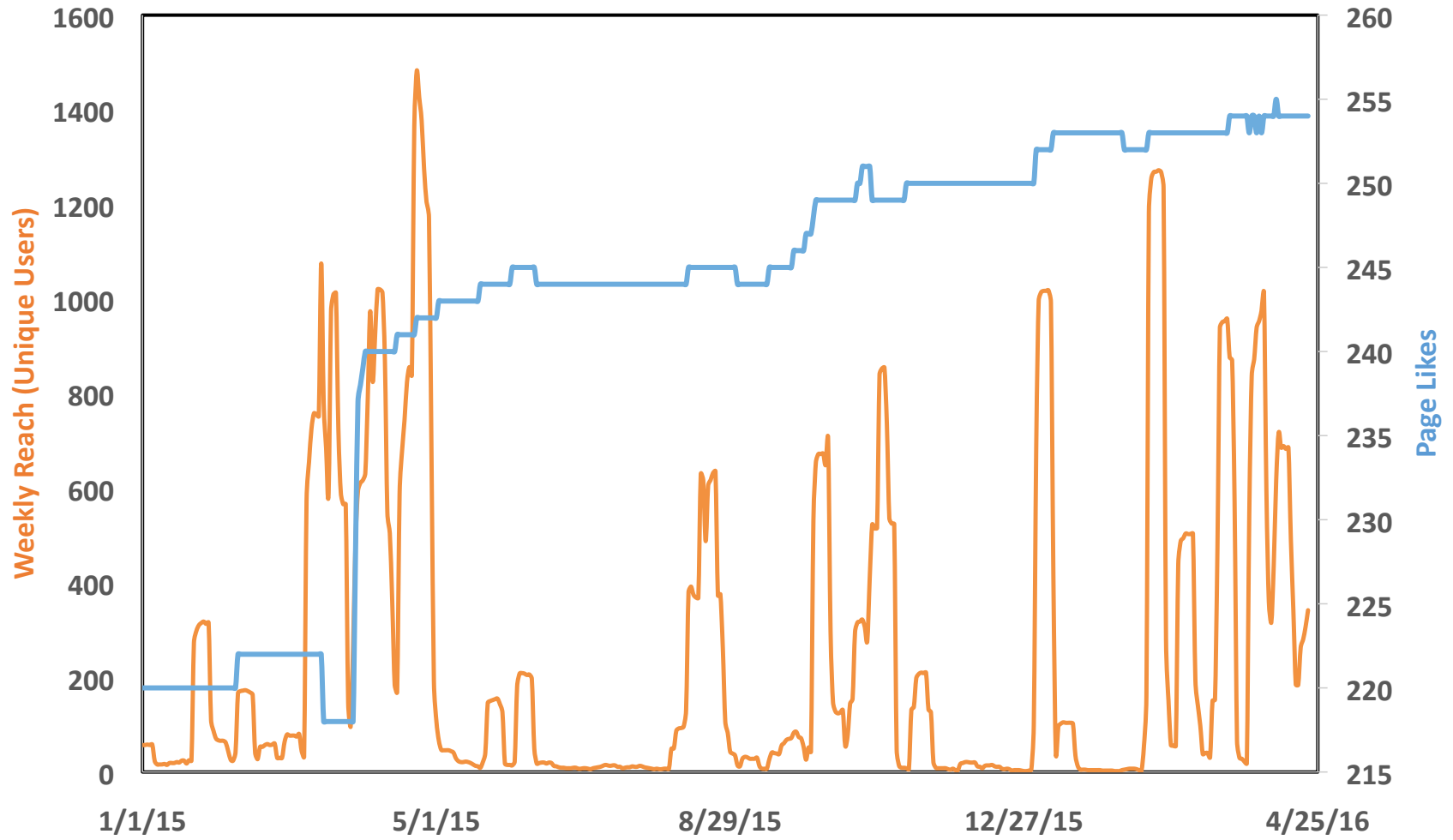
Expected Annual Return at:

3.0%	367.89	304.07
4.0%	490.52	405.43
5.0%	613.15	506.79
6.0%	735.78	608.15
7.0%	858.41	709.51

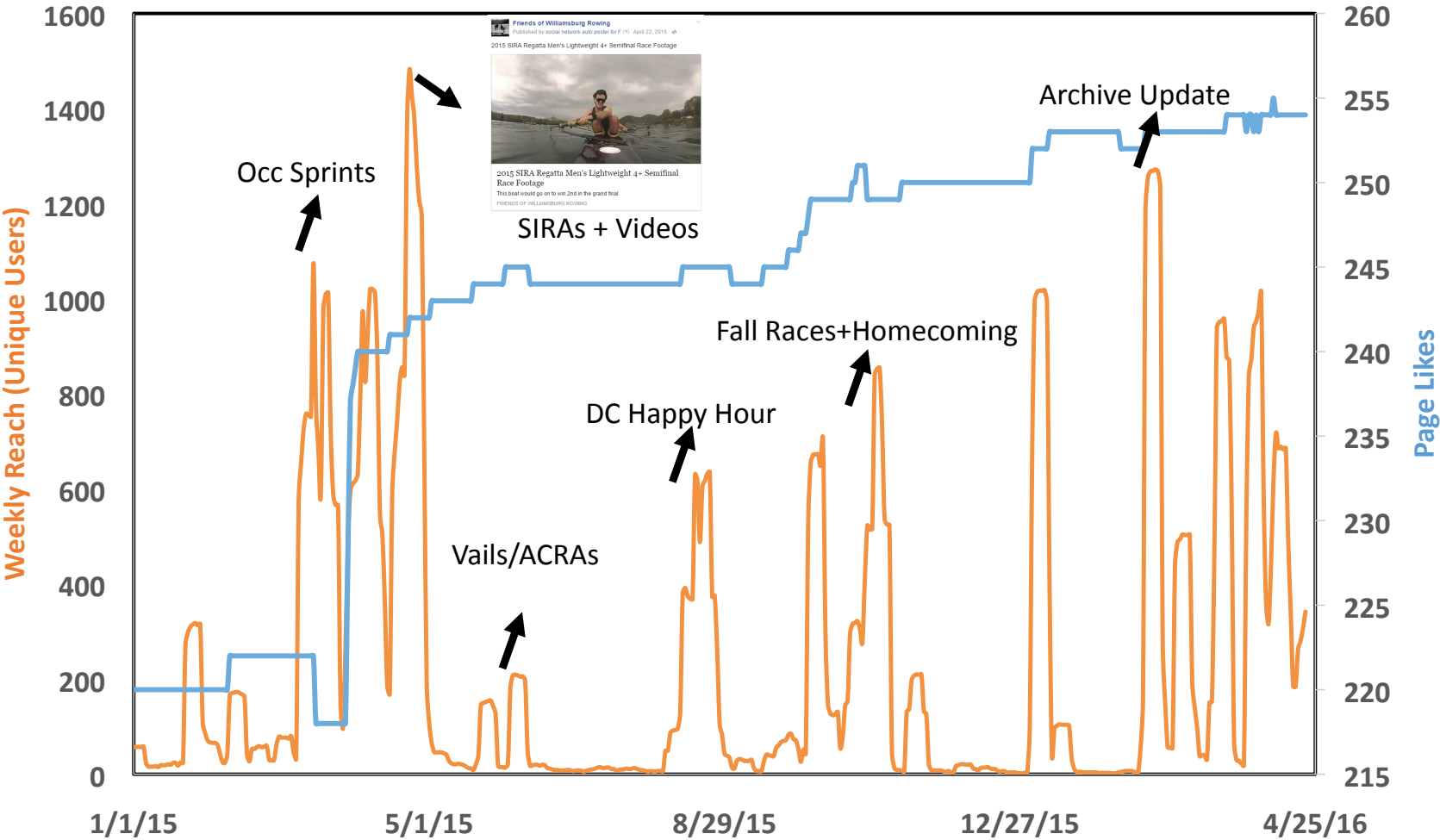
Website Improvements

- New wordpress plug-in to grab facebook photos
- Updated race results and photos to current year
- Sorted and added photos from Dr. Ehrlich
- Simplified Archives
 - One chronological page for the entire year of race previews, race results, photos, coach's summaries, and videos
 - Old links still work
- Maintained automatic posting between website and social media

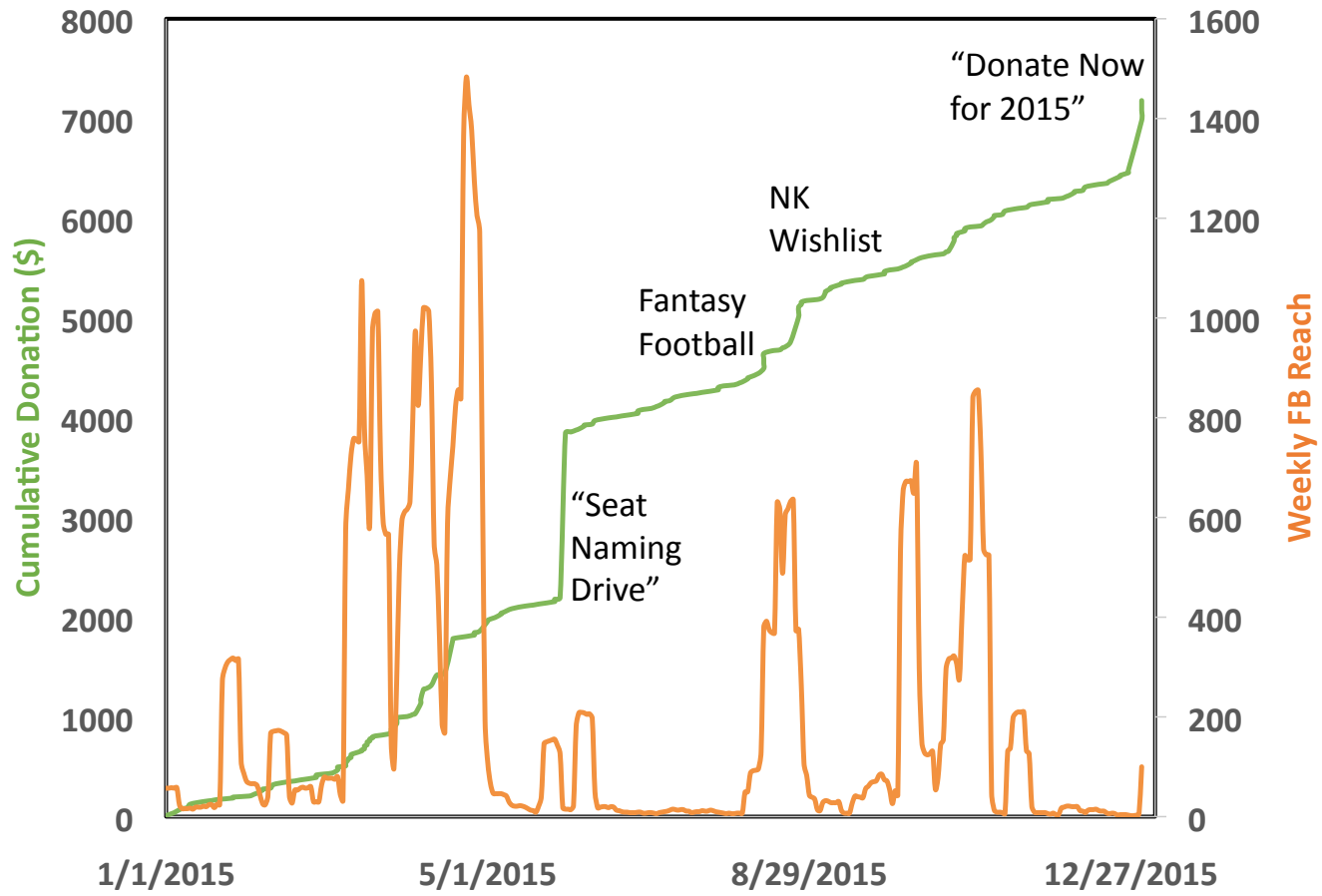
Facebook Data



Facebook Data



Cumulative Donations vs. Facebook Reach



When are our users online?

Autopost for target times?















Which posts are most effective?

The success of different post types based on average reach and engagement.

Show All Posts ▾

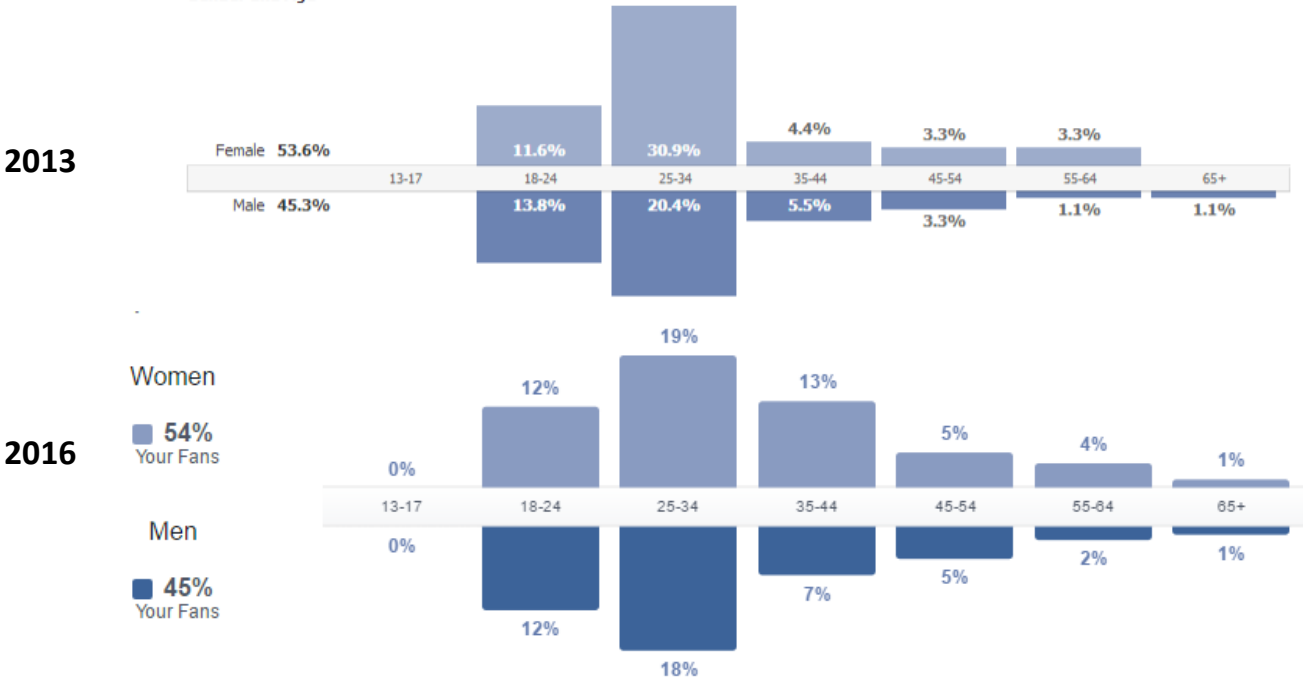
Reach Post Clicks Reactions, Comments & Shares

Type	Average Reach	Average Engagement
 Photo	432 	194  25 
 Link	268 	20  10 
 Status	36 	2  2 

Key Take Aways: Facebook Insight

- Likes climbed steadily for 3rd year in a row
- Facebook activity corresponds to racing season
- 6AM-8AM posts correspond to rise in daily Facebook use
- Photos are overwhelmingly the most engaging
 - Keep track of photos by date and re-share on anniversaries?
 - Importance of maintaining and adding to archives
 - Should we do more with links?

Facebook Page Demographics



	2015	2014	2013
	\$	\$	\$
1985-2003	250	500	100
2004	1,890	1,040	260
2005	120	370	350
2006	1,655	923	918
2007	875	2,615	2,590
2008	990	960	850
2009	470	493	419
2010	1,075*	400	403
2011	-	50	100
2012	305	195	205
2013	50	60	-
2014	*5th Year Seat Naming 70	110	215
2015	-	720	940
2016	10	60	-
2017	-	100	100
2018	500	750	-

→ **30% of Facebook Demo**

→ **40% of Facebook Demo**

→ **20% of Facebook Demo**

	2015	2014	2013
	\$	\$	\$
Men's	4,311	5,743	5,161
Women's	1,390	1,243	1,114
Parent	950	2,360	1,155
WBC	1,000	2,000	700
Coach	60	100	50
Corporate	1,359	900	1,500
Other	2,160	2,809	673
Total Donations	11,229	15,155	10,353

→ **46% of Facebook Demo**

→ **54% of Facebook Demo**


Key Take Aways: Donation Demographics


- Facebook demographics show a maturing alumni network
 - Drop off beyond class of 2005
- Class year breakdown highlights strong core donors but also presents a major opportunity for improvement
 - Need to target pre-2003 classes which make up a significant donor group
 - Gain back confidence? Donor burnout?
 - Is facebook best medium for this group?
- Gender breakdown poses similar opportunity
 - Possible dissatisfaction with WMRC experience/FWR involvement?

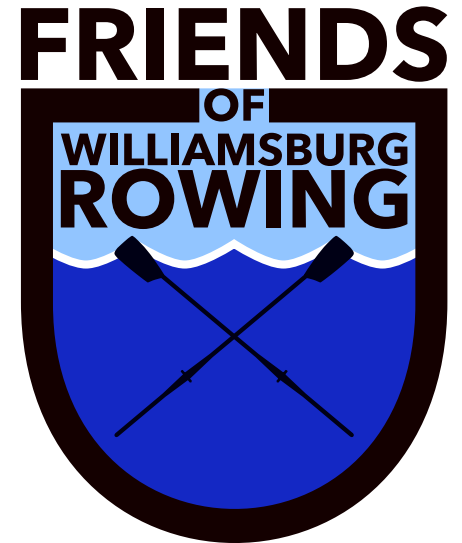
Logo Proposals





FRIENDS OF WILLIAMSBURG
ROWING
FRIENDS OF WILLIAMSBURG

ROWING

FRIENDS

OF
WILLIAMSBURG
ROWING



- Newsletter Feedback
- WMRC Team & Coach Update
 - Dock news, fundraising, race schedule, equipment review
- WBC & Youth Rowing Update
 - Juniors Equipment Review, non-profit status
- Regional Updates
 - Social Events, Regattas

FWR Elections

Current Rules:

- Only active members can vote (\$50 annually, \$5 subscription)
- 12 Directors serving on staggered 3 year terms
- FWR Executive Officers elected from among the 12 Directors annually
- Directors
 - Manage affairs of FWR
 - Serve on committees
 - Take initiative to improve FWR goals

FWR Elections

- President (Liesl Voges)
 - Principle executive officer; call Board meetings and AGM; liason between FWR, WBC, and WMRC; serve on all committees
- Vice President (T.J. Wallin)
 - Assist President, planning meetings, maintain website
- Treasurer (Travis Moore)
 - Keep track of all financial transactions and present periodic reports to all, maintain PO Box, submit tax returns on behalf of FWR
- Secretary (Emma Rudebusch)
 - Meeting minutes, maintain official records, draft and execute mass correspondence