

Friends of the Lower Suwannee & Cedar Keys NWRs
Treasurer's Report
For the Quarter Ended June 30, 2012

	Quarter 2	Year to date
Cash Receipts		
Memberships	400.14	3,325.14
Donations	157.00	1,919.00
Sales	798.00	1,827.00
Total cash receipts	1,355.14	7,071.14
Cash Disbursements		
support lower suwannee & cedar key nwrs		
Communications	113.40	340.83
Annual meeting (food, supplies, honorarium)	40.15	591.09
Butterfly garden		19.13
River trail identification		40.31
sub-total	153.55	991.36
support refuge-initiated activities		
Refuge summer program (2011)		78.72
sub-total		78.72
administrative & fundraising support		
Florida Department of Revenue	67.32	136.22
Purchase of inventory	568.70	2,278.55
sub-total	636.02	2,414.77
Total cash disbursements	789.57	3,484.85
Excess of receipts over disbursements	565.57	3,586.29
Cash Balance beginning of period	13,550.01	10,529.29
Cash Balance 6/30	14,115.58	14,115.58
The cash balance consists of two components		
Operating fund	5,381.29	
Long term reserve	8,734.29	
Total	14,115.58	

Actual Versus Budget
6 month results versus Annual Budget

	2012 actual thru 6/30	Annual Budget
Cash Receipts		
Memberships	3,325.14	2,000.00
Donations	1,919.00	2,000.00
Sales	1,827.00	1,000.00
Total cash receipts	7,071.14	5,000.00
 Cash Disbursements		
support lower suwannee & cedar key nwrs		
<i>Allocated Items</i>		
Communications	340.83	800.00
Annual meeting (food, supplies, honorarium)	591.09	500.00
Butterfly garden	19.13	50.00
River trail identification	40.31	100.00
Other Allocated items		400.00
<i>Unallocated items</i>		1,700.00
sub-total	991.36	3,550.00
 support refuge-initiated activities		
<i>Allocated Items</i>		
Refuge summer program (2011)	78.72	200.00
Other allocated items		400.00
<i>Unallocated items</i>		500.00
sub-total	78.72	1,100.00
 support national wildlife system		
<i>Allocated</i> (NWR Association Membership)		150.00
sub-total		150.00
 administrative & fundraising support		
<i>Allocated Items</i>		
Florida Department of Revenue	136.22	200.00
Purchase of inventory	2,278.55	1,800.00
sub-total	2,414.77	2,000.00
 Total cash disbursements	 3,484.85	 6,800.00

**Communications Committee Report
June 2012**

News Brief

June 2102 News Brief			Special News Brief to Paddlers in May		
Sent to	344	Life Members----29 Current Members----111 Former Members----55 Former Members----148	Sent to	97	Life Members----10 Current Members----32 Former Members----7 Non-Members----50
Open rate	45%	Life Members----53% Current Members----56% Former Members----27% Non-Members----64%	Open rate	57%	Life Members----70% Current Members----69% Former Members----43% Non-Members----38%
Our average open rate	41%		Average non-profit open rate	20%	
Our average click rate	9%		Average non-profit click rate	11%	
Our average bounce rate	.6%		Average non-profit bounce rate	1.3%	
Our abuse complaint rate	.01%		Average non-profit abuse complaint rate	.05%	
Our unsubscribe rate	.1%		Average non-profit unsubscribe rate	.17%	
For data on all industries, click here: http://mailchimp.com/resources/research/email-marketing-benchmarks-by-industry/					

Facebook

Fans as of June 22 = 139
Fans as of January 31 = 125

Friends Website

Pageviews in May = 947
Pageviews in March = 1205

Press Releases Sent

Ken McCain Award Ceremony Report (Jay)
Group Paddle and Picnic in Cedar Key June 30 (Peg)

Paddling Website

Pageviews in May = 229
Pageviews in March = 1070