

## Communications Report:

Over the last several months I have designed a new logo for the House of Gordon DNA pages and updated them and designed and put out an informational pamphlet on our House of Gordon DNA Project. I also created and launched a House of Gordon DNA Project Facebook Group. This is a private group where people of Gordon heritage can come together specifically to talk about genealogy and the DNA Project results.

The House of Gordon USA Facebook Group gained its 700<sup>th</sup> member on New Year's Day and since then has added over 140 more members and is growing every day. The Facebook group's growth since it began in 2009 has been good. In its first year 2009-2010 the group grew to 315 members. In 2010-2011 the group increased by 162.86% to 513 members. From 2011-2012 the group showed a loss of members from December 2011- June 2012 and only posted an overall increase of 1.07% to 548 members. In 2012-2013 there was a small growth of 1% until February 2012 when the growth took off again and we ended the year with 638 members representing an increase of 116.43% for the year. This past year the growth rate has increased to 131.82% as of June 18th with membership currently at 841 members. The House of Gordon DNA Project Group now has over 100 members and continues to grow as well. Both of these groups are garnering interest in our Clan Society and sending new members our way. While we know we will not gain every member of the group as a member of the society it is an avenue that we use to further our main mission statement to educate people about our Gordon heritage and promote goodwill in our community. The Facebook Page is being used as another way to make official announcements. This page has sent new members to the Facebook Group and to the House.

Our main website is averaging 6400 visits per month with almost 10,000 page views per month; 78% of that traffic being direct traffic. That means our members know where we are and visit it fairly regularly. 17% of the traffic comes from referring domains – sites that link to us (like our Facebook group site and Wikipedia), and only 5% comes from search engines. Our Paypal integration is working great for membership applications. Our conveners may want to suggest to potential new members (and renewals) that they can pay online with Paypal and show them on their smart phone where it is! While we cannot take memberships with credit card in the tent due to liability and business licensing issues, members can pay with Paypal on their own phone. Now that we have Paypal working well in this regard, we are looking into having a few items online to sell that can support the Scholarship Fund and a Gordon Heritage Fund that will support the work of supporting conveners in our education efforts and other charitable works and deeds that support our Gordon heritage. Anyone with IT and merchandising experience is welcome to join a committee that will work on this project.

This year's "*In The House!*" was 56 pages and still came in at a reasonable printing cost of \$2.24/ea and since we stuffed the envelopes with as much as possible to maximize our postal savings we came in with a total cost in line with the previous year's mailing even though the magazine was twice as large as before. We had more people sending information for the news section (YAY!) and a couple of article submissions. I encourage everyone to submit your news and articles for publication.

Lois Todd

Communications Chair