

The Sierra-Cascades Yearly Meeting of Friends website, [scymfriends.org](http://scymfriends.org), had roughly 1,400 unique visitors so far this year (up 2 percent from last year) and 4,500 pageviews. Although the majority of visits are direct and the second largest group of visitors come from searches for sierra-cascades, we also receive visitor referrals from other sites. More than two-thirds of those referred visitors are coming to us from [camasfriends.org](http://camasfriends.org), [klamathfallsfriendschurch.org](http://klamathfallsfriendschurch.org), [quakernews.com](http://quakernews.com), [silvertonfriends.org](http://silvertonfriends.org), [westernfriend.org](http://westernfriend.org), [fwccamericas.org](http://fwccamericas.org), and [eugenefriendschurch.org](http://eugenefriendschurch.org). On the site, we have received 484 button clicks (most to visit member churches) and forty-six completed forms so far this year (feedback forms, newsletter signups, messages, and committee nominations). Most visitors come to our site to view information on annual conference (491), churches (336), recorded ministers (296), the newsletter (258), and committees and working groups (151). About sixty people have subscribed to our RSS feed in order to be notified of updates to our site.

CONCLUSION: For every one member of our yearly meeting, we are visited by approximately three people interested in knowing more about who we are. Our website is an important first point of contact. In addition, many people are using the website to get information about our annual conference or to find and connect with a local church.

ACTION: Knowing that more people than ever are visiting our site to find local churches, please make sure any pages with information for your church are up-to-date. Corrections, clarifications, additions, and other changes can be emailed to [ericmuhr@gmail.com](mailto:ericmuhr@gmail.com). In addition, if you, your church, or your committee need(s) space on the website, let Eric know, so he can work with you to make that happen.

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The Sierra-Cascades Yearly Meeting of Friends email domain, [scymf.org](http://scymf.org), is hosting twenty-eight email addresses (three more than last year). The registrar, treasurer, yearly meeting clerks, Nurture of Ministry clerk, Gathering clerk, Nominating clerk, and webmaster each have email addresses. We also have email addresses that forward to all the members of the Nurture of Ministry committee, the team of clerks, and the Coordinating Committee.

CONCLUSION: Lots of you are already using [scymf.org](http://scymf.org) email addresses to organize Sierra-Cascades related communications to you or your team.

ACTION: If you need an email for a specific function related to Sierra-Cascades, or if you are part of a group that would like to have a group email forwarder set up, please contact [ericmuhr@gmail.com](mailto:ericmuhr@gmail.com), and I will make that happen. There is no limit to the number of email addresses we are allowed in our current plan.

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We have sent out 231 weekly newsletters, almost all of which are available on the News tab at our website, [scymfriends.org](http://scymfriends.org). We have 413 newsletter subscribers, and the average newsletter

gets opened by just over forty percent of the people who receive it. Every newsletter has three sections: Top-level "shorts" are announcements of up to about one hundred words, usually with a link for more information. The middle of the newsletter is reserved for longer announcements, letters, and other narratives of up to about 250 words. The bottom of the newsletter includes "blurb" announcements of up to about 50 words (though usually shorter), often with a link or email address for people who want to know more.

CONCLUSION: The majority of our members receive an email every single week with valuable information about Sierra-Cascades and associated Friends meetings and organizations.

ACTION: Anyone can submit an announcement by emailing [ericmuhr@gmail.com](mailto:ericmuhr@gmail.com). If there are people in your community who want to be informed on the activity of the yearly meeting, encourage them to subscribe to the newsletter. I prioritize space in every newsletter for committee minutes and reports. Please send them to me.

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Sierra-Cascades Yearly Meeting of Friends has a Zoom account. Gil George and I can provide access credentials to gatherings, groups, clerks, and committees as needed. We have hosted 164 Zoom meetings this year, including six in the last week. The average meeting is about 1-1/2 hours long and generally has an average of five participants (though a small number of gatherings are quite a bit larger).

CONCLUSION: Zoom is making it possible for us to stay connected across geographic distance and has been particularly useful for small groups and committees.

ACTION: Although many of our churches have their own Zoom credentials, the SCYMF account is also available for use. You can contact [gil@scymf.org](mailto:gil@scymf.org) or [ericmuhr@gmail.com](mailto:ericmuhr@gmail.com) for help getting a meeting set up or for access to the account for setting up your own meetings.

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On Facebook, the private Sierra-Cascades Yearly Meeting of Friends (group) is moderated by Eric Muhr and Sarah Katreen Hoggatt. There are 285 members. In the last month, there have been 219 posts, comments, and reactions in the group. The public Sierra-Cascades Yearly Meeting of Friends (page) is moderated by Connor Magee and Eric Muhr. Page editors include Lorraine Watson and Rachel Hampton. The page has 436 likes and 485 followers. Posts this last month have reached 299 people and generated forty-five interactions. The page has roughly four to six posts each week.

CONCLUSION: Although Facebook engagement is lower than on the website or in the newsletter, Facebook remains an important place of sharing information and connecting as a community.

ACTION: Don't be afraid to tag the SCYMF page in personal posts or posts from your meeting. Remember that anything shared to our page is public, while items shared to the SCYMF Facebook group will only be seen by members of the group.

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Barclay Press has a virtual book table set up for SCYMF annual sessions, and all books on that table are 20 percent off through Monday. Take some time to visit the book table - <http://www.barclaypressbookstore.com/sierra-cascades-yearly-meeting-book-table/>