QUARTERLY UPDATE

Growth & Momentum

A look at how our reach, engagement, and community shifted in the 90 days leading up to our May 30, 2026 gathering.

Web Stats & Traffic Growth

Past 90 days, site search performance (Search Console)

ALL VISITORS	SEARCH IMPRESSIONS	TOTAL SEARCH CLICKS	UNIQUE SEARCH VISITORS
2.2K	5.5K	239	208
↑ 115% vs previous 90 days	↑ 335% vs previous 90 days	↑ 334.5% vs previous 90 days	↑ 12% vs previous 90 days

Community Growth & Reach

Measured at May 30 gathering

431	445	369	298
EMAIL CONTACTS	FB PAGE FOLLOWERS	INSTAGRAM FOLLOWERS	FB GROUP MEMBERS

TOTAL COMMUNITY REACH

1,543

↑ 47% growth, up from 1,047 at the last gathering

Email Campaign Performance

90-day overview, Feb 29 – May 29, 2026

3,924	30%	10	11	0
SENT	OPEN RATE	BOUNCED	UNSUBSCRIBED	SPAM COMPLAINTS

Strong performance across the board

Our open rate of 30% is significantly above industry averages for nonprofit and community organizations. Combined with the explosive growth in search visibility and community reach, we're seeing momentum build across every channel. The Collective is gaining real traction as a recognized resource in North Central Washington.

With gratitude,

Alicia, NCW Healing Arts Collective