NCW HEALING ARTS COLLECTIVE

Our First Year

Annual report for members, October 2025 to October 2026

THE YEAR AT A GLANCE

From 21 email addresses to 527

EMAIL ADDRESSES

527

people on our email list, up from 21 at the start of October 2025.

EMAILS DELIVERED

14,140

and 37.6% of them were opened.

NEW SOCIAL FOLLOWERS

803

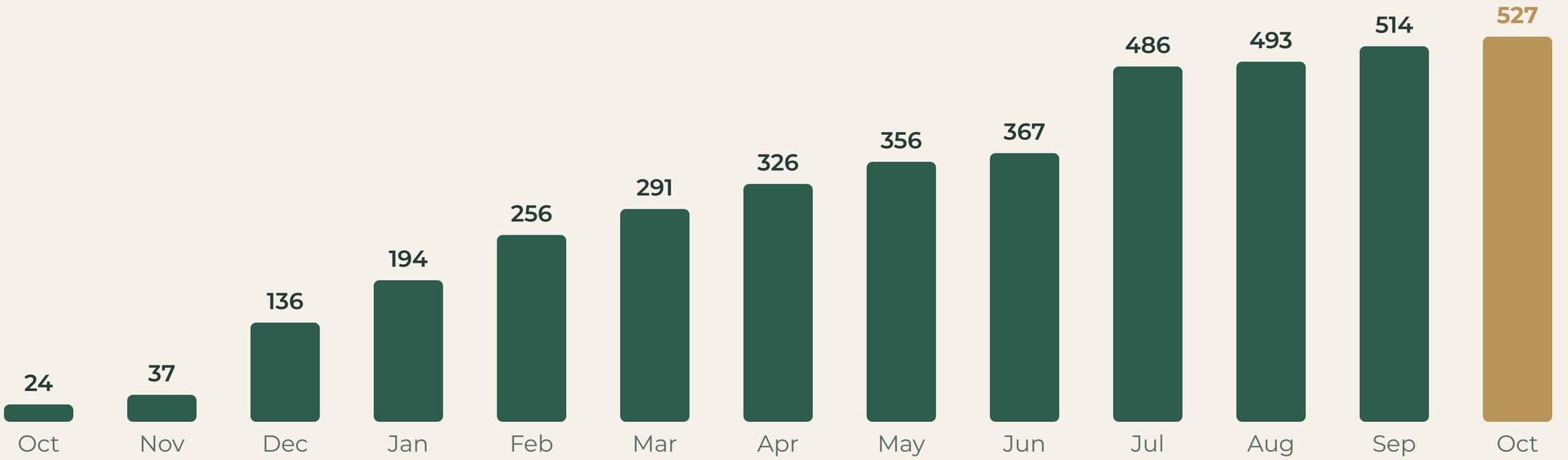
across Facebook and Instagram, from 377 posts.

Our combined reach across email addresses, Facebook Page, Facebook Group and Instagram is now 1,928, and our email list grew in every single month of the year.

Sources: Go High Level (email list, email, social), Instagram, Facebook. Oct 1, 2025 to early Nov 2026.

COMMUNITY GROWTH

Email addresses at the end of each month



Oct 2025 to Oct 2026. Every month ended higher than the one before.

Source: Go High Level, records with an email address, by date created. Counts addresses currently in the system.

COMMUNITY GROWTH

Growth came in waves

New email addresses added each month.

DECEMBER 2025

+99

the first big jump, after 13 new addresses in November

JULY 2026

+119

our largest month of the year

JAN TO MAY AVERAGE

44

new addresses a month, from 58 in January down to 30 in May

Between the two peaks, steady months added 30 to 62 addresses. The quietest months were June and August, with 11 and 7. September and October added 21 and 13.

Source: Go High Level, email addresses by date created.

EMAIL

More than 5,000 opens in our first year

37.6%

open rate across every email we sent, 5,314 opens from 14,140 delivered.

Email, Oct 2025 to Nov 2026	Total
Delivered	14,140
Opened	5,314
Click rate	about 7%
Bounced	69
Unsubscribed	45

Only 45 people unsubscribed across the whole year, and the weekly newsletter on Nov 2 reached 440 people with a 35.9% open rate.

Source: Go High Level email statistics, Oct 1, 2025 to Nov 2, 2026, all campaign types.

SOCIAL MEDIA

803 new followers from 377 posts

Facebook and Instagram combined, Oct 1, 2025 to Nov 4, 2026.

IMPRESSIONS

176.6K

times our posts were seen

LIKES

5.32K

across every post

POSTS

377

about seven a week

Instagram is our fastest-growing channel. In the latest quarter it added 104 followers, nearly double its earlier weekly pace.

Source: Go High Level Social Planner (Facebook and Instagram).

WHERE OUR COMMUNITY LIVES

1,928 people across four channels

1,928

total reach, up from 1,755 in August: email addresses, Facebook Page, Instagram and Facebook Group combined.

Channel	Aug	Nov	Change
Instagram	437	527	+90
Facebook Page	508	538	+30
Facebook Group	318	336	+18
Email addresses	492	527	+35

Members can find us in four places, and each one is larger than it was at our August gathering. Instagram grew the most.

Sources: Instagram, Facebook, Go High Level, as of Nov 2, 2026.

WEBSITE

People who open the directory stay with it

+182%

visitors over the last 90 days, from 3.4K people, with search impressions up 25%.

Page	Views	Engaged	Time
Home	2,578	38.3%	21s
People	350	90.8%	1m 57s
Gatherings	274	72.9%	2m 41s
About	101	83.2%	1m 20s

Several of our top search queries are the names of individual practitioners, so people are looking for specific Healing Artists.

Source: Site Kit, last 90 days (the longest range available). Engaged = share of sessions that were engaged.

WHERE GROWTH SLOWED

What slowed down this year

The summer was our slowest stretch, and a few numbers show it.

NEW EMAIL ADDRESSES

11 and 7

added in June and in August, our two lowest months

FACEBOOK PAGE

+63 to +30

new followers, one quarter against the next

EMAIL CLICKS

241 to 240

flat, while delivered email grew 75%

The home page draws 2,578 views, but only 38% engage and visitors stay about 21 seconds. Direct traffic is 81% of visits, so we cannot yet see where most visitors come from.

Sources: Go High Level, Facebook, Site Kit.

YEAR TWO

Where the numbers point next

Instagram

Our fastest-growing channel, with 104 new followers last quarter. This is where to put more energy.

Home to People

The People page holds attention at 91% engaged. Getting home page visitors there sooner is the biggest opening.

Steady summers

June and August were our lowest months. Member events and sharing next summer can keep the line rising.

Thank you for building this with us. 527 people are on our email list after one year.