

2025 Data Overview



Email

View full data [here](#).

59 TOTAL EMAILS SENT

MOST ACTIVE MONTH: MARCH (10 EMAILS)

LEAST ACTIVE JULY (3 EMAILS)

21%

average open rate

4.7%

average click rate

By Category:

EVENT:

NEWSLETTER:

OTHER:

FUNDRAISING:

21%

average open rate

18%

average open rate

18%

average open rate

12%

average open rate

4.9%

average click rate

2.7%

average click rate

2.8%

average click rate

1.7%

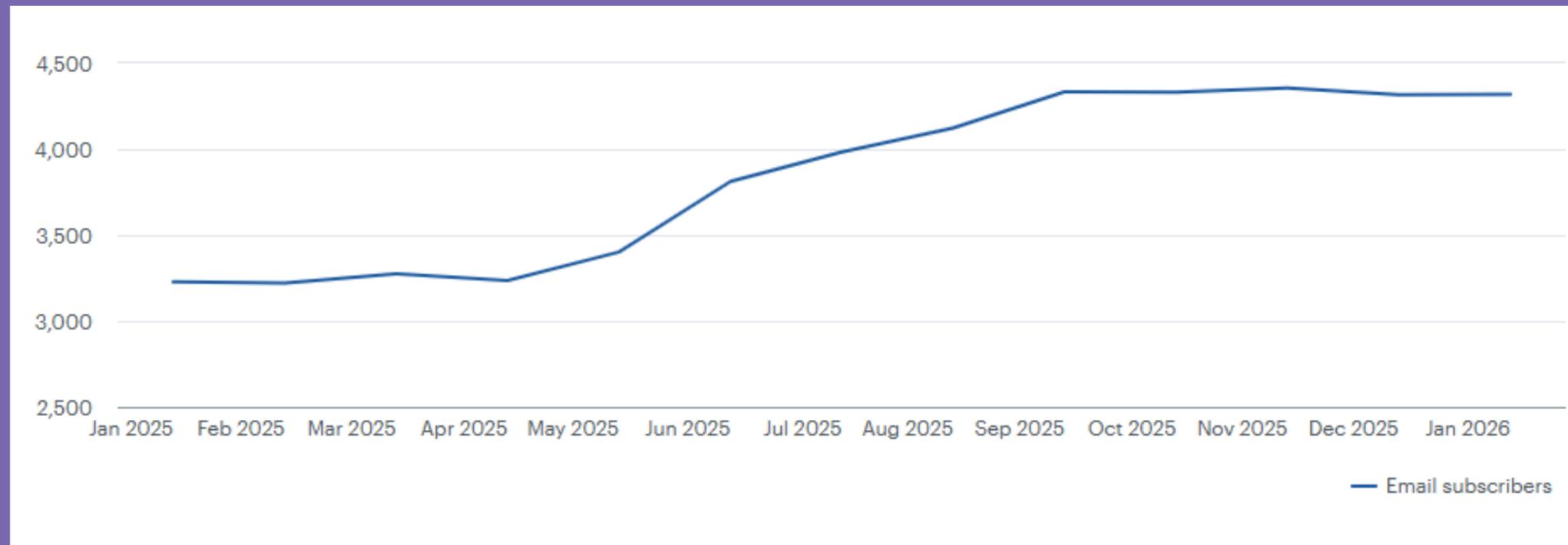
average click rate

Subscriber Growth:

5,703
total contacts

1,560
contacts added in 2025

4,318
email subscribers



Instagram

[View full data here.](#)

179 TOTAL POSTS

MOST ACTIVE MONTH: MARCH (23 POSTS)

LEAST ACTIVE MONTH: JULY (9 POSTS)

232

average reach

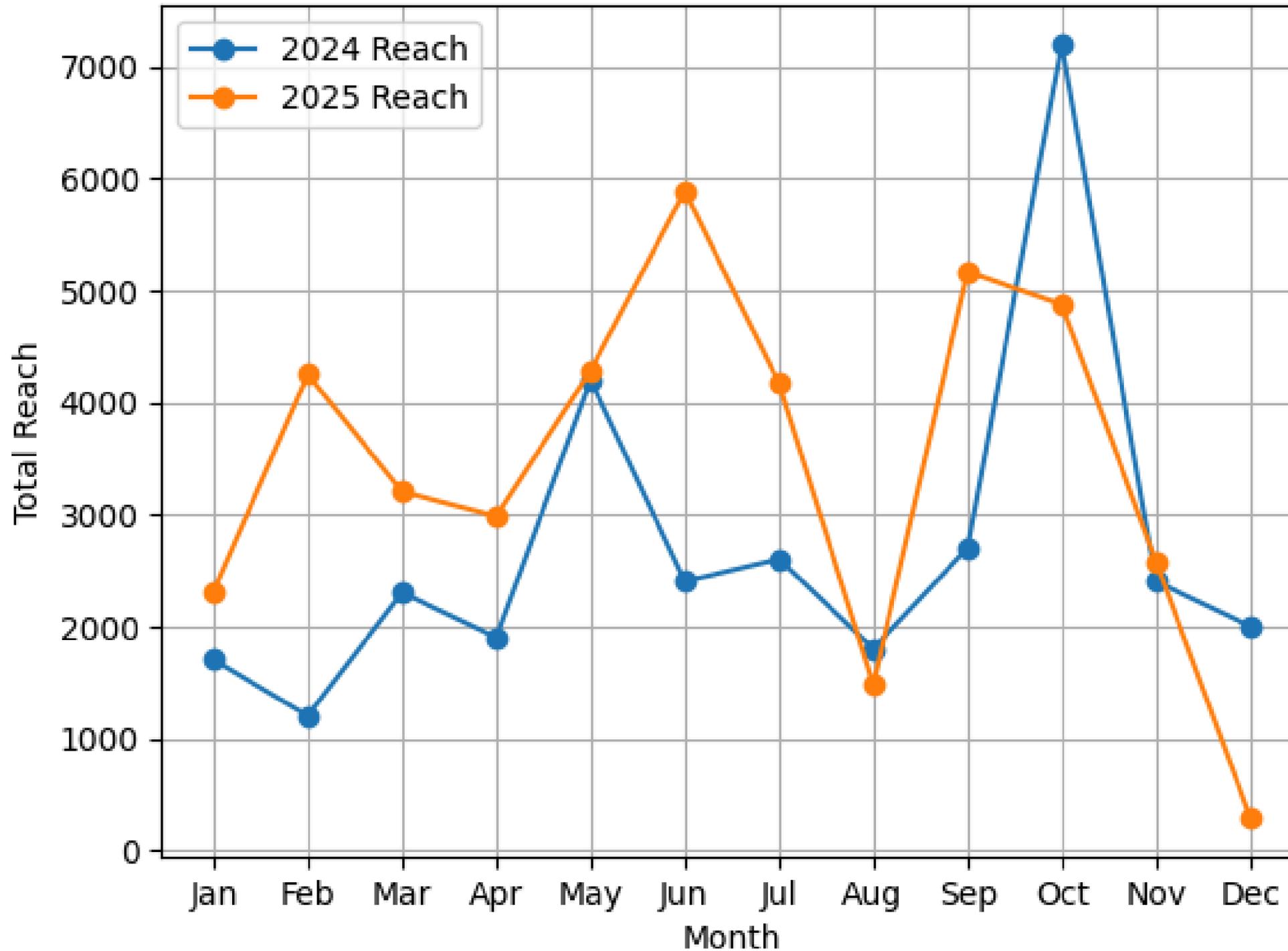
29

average interactions

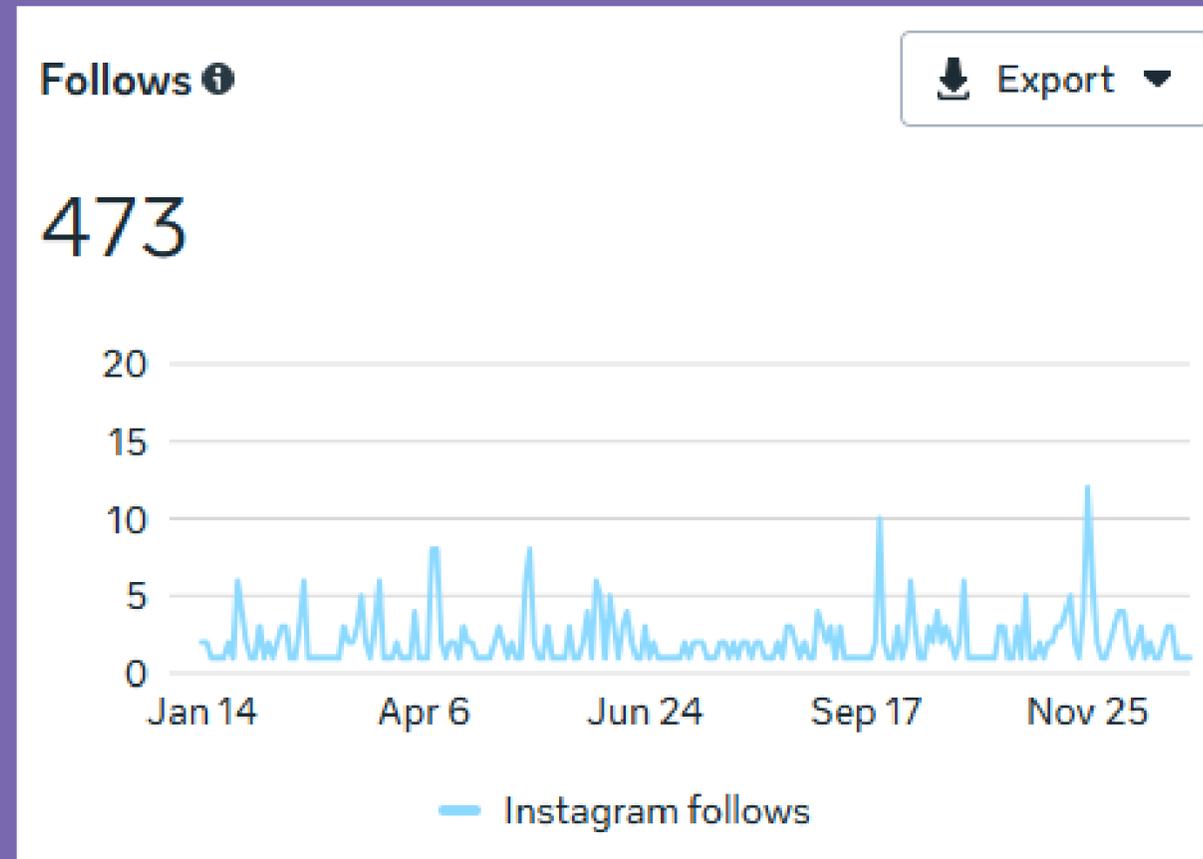
9%

average engagement rate

Monthly Reach Comparison: 2024 vs 2025



Follower Growth:



1,018

total followers

473

new followers added in 2025

LinkedIn

[View full data here.](#)

165 TOTAL POSTS

MOST ACTIVE MONTH: MARCH (23 POSTS)

LEAST ACTIVE MONTH: MAY + JUNE + NOV (9 POSTS)

361

average impressions

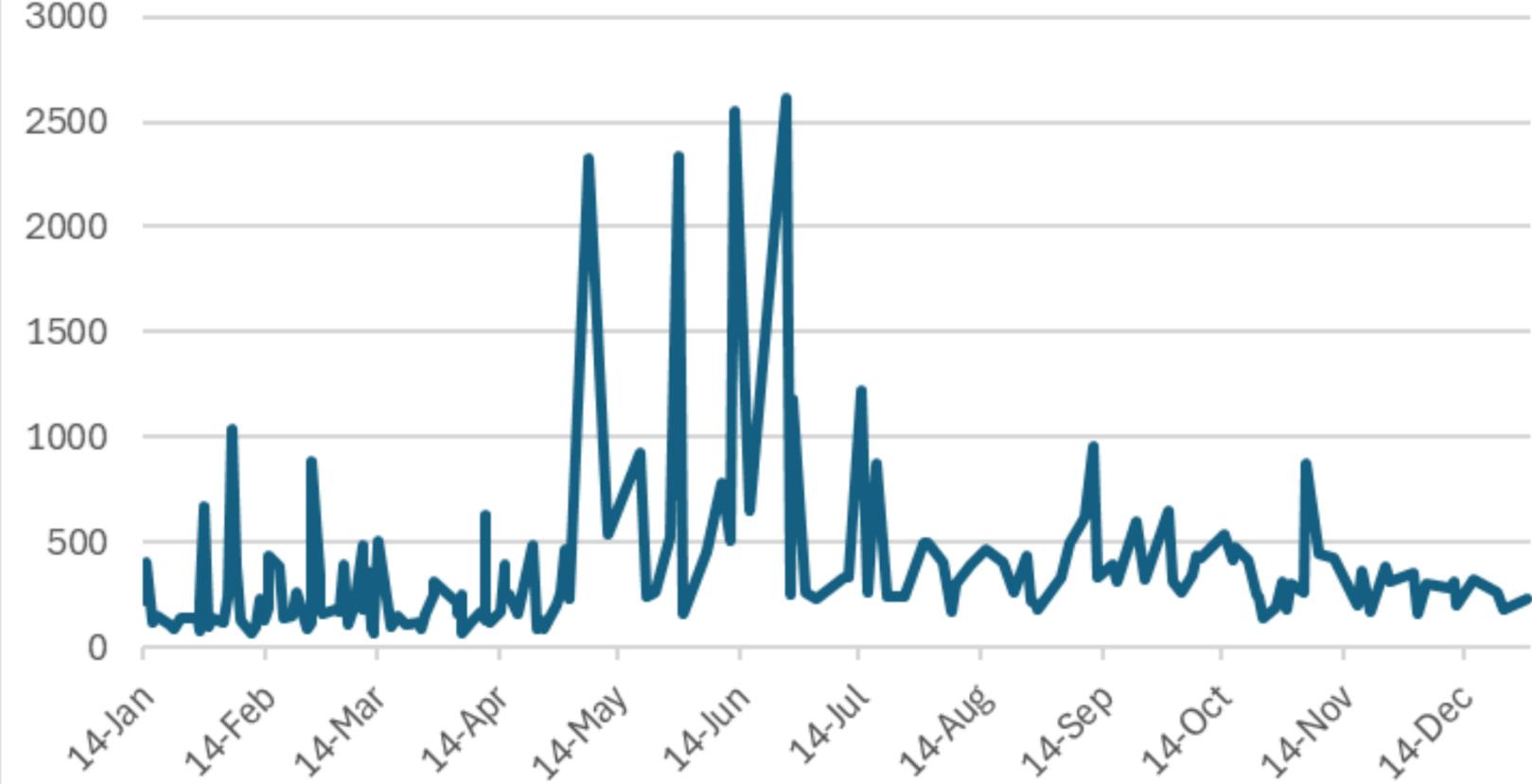
12

average reactions

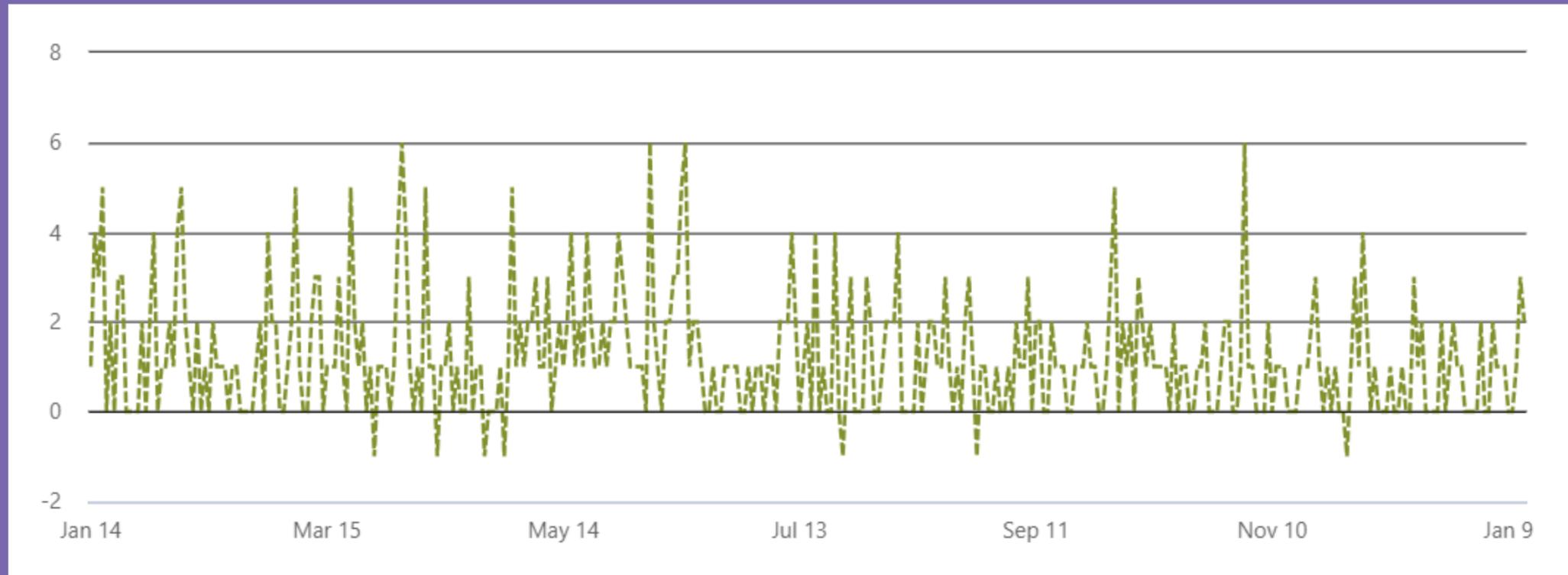
10%

average engagement rate

LinkedIn Impressions 2025



Followers Growth:



2,343

total followers

438

new followers added in
the last 365 days

Facebook

[View full data here.](#)

58 TOTAL POSTS

MOST ACTIVE MONTH: OCTOBER (9 POSTS)
LEAST ACTIVE MONTH: MAY (2 POSTS)

116

average impressions

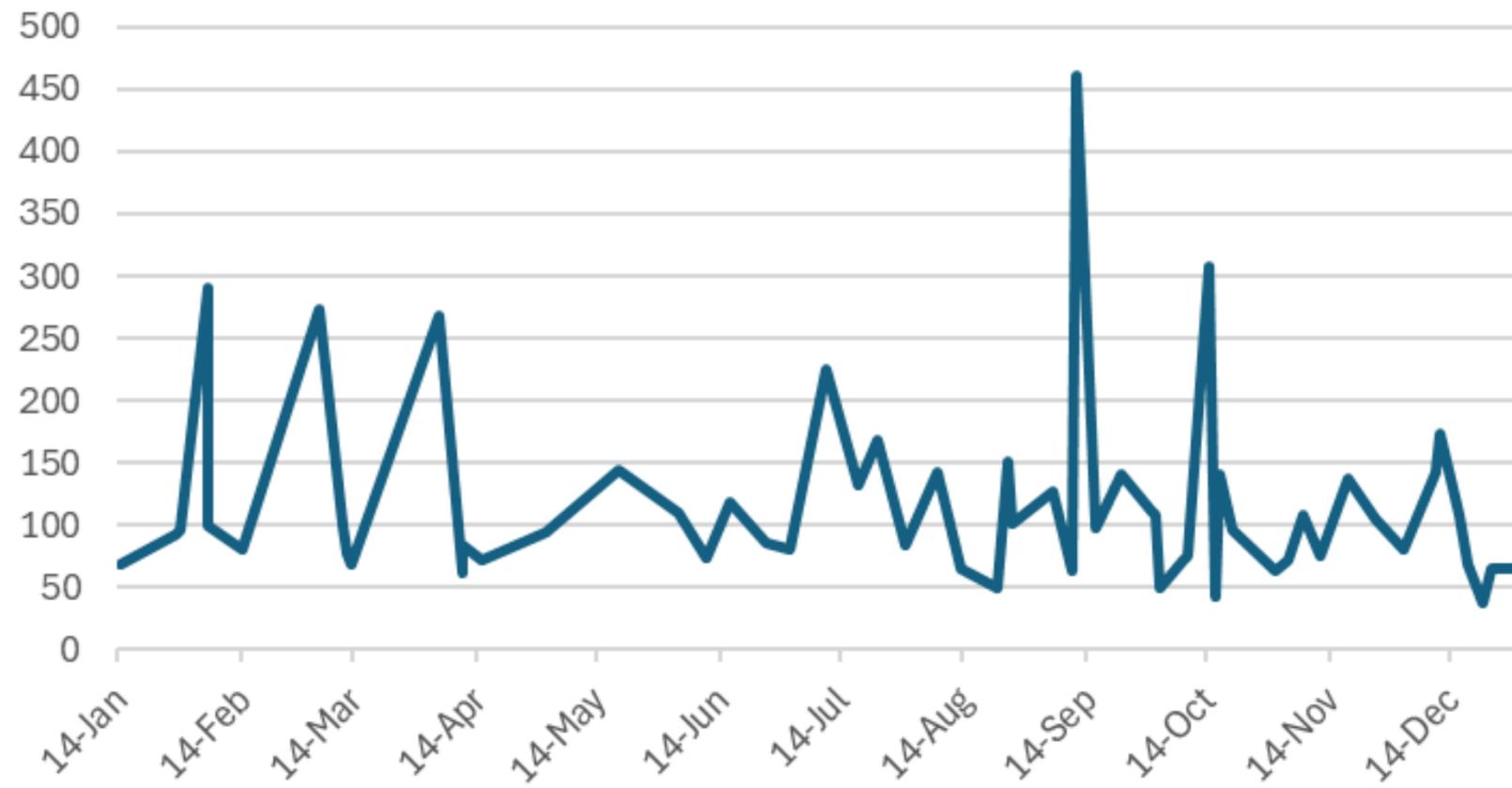
4

average interactions

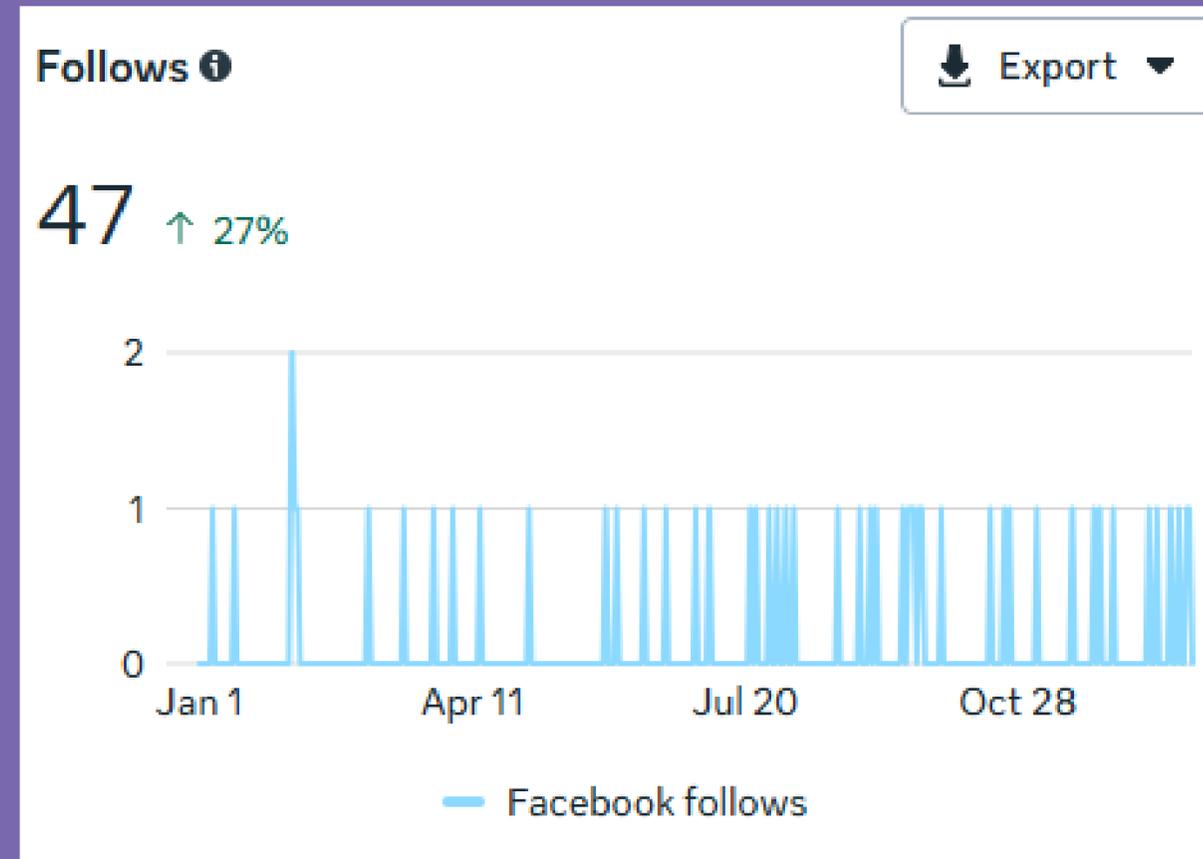
3.4%

average engagement rate

Facebook Impressions 2025



Followers Growth:



1,515

total followers

47

new followers added in 2025

