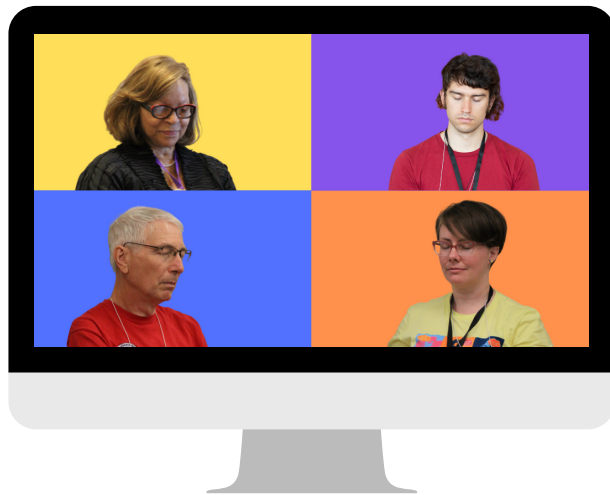


Sharing Quaker Spirituality Through Outreach Ads



Between October 2019 and September 2020, FGC purchased **19 Facebook ads** to engage new Friends and spiritual seekers on the popular social media platform. Though we purchased the same amount of Facebook ads in the previous fiscal year, we decided to try something different and **focus 6 of the ads on outreach**. Three of the ads ran in February 2020, before social distancing measures went into effect across North America due to the pandemic. Of the three remaining ads, one ran in April, while the other two ran in September.

With the exception of April's ad, which directed users to a resource on [virtual worship opportunities](#) by FGC plus Quaker meetings and organizations, all ads pointed to FGC's [Discover Quakers](#) web page.

Altogether, the ads reached **70,540 Facebook users** in the United States and received **754 clicks**. This tells us that, before and during the pandemic, people are interested in our faith community and its values.

A detailed chart of the ads, including the content, duration, and cost, can be found on the next page.

FY2020 By The Numbers

190,728

FGCquaker.org visitors
Increased by 22,618 visitors

70,380

QuakerFinder.org visitors
Increased by 14,764 visitors

26,133

QuakerBooks.org visitors
Increased by 6,019 visitors

12,309

Email Subscribers
Increased by 1,470 subscribers

64

Marketing emails sent via
MailChimp (Newsletters &
Program Updates)
On par with FY2019

6,073

Facebook "Likes"
Increased by 211 Likes

2,732

Twitter Followers
Increased by 407 Followers

808

Instagram Followers
Increased by 384 Followers

Facebook Outreach Ad Results

Ad Content (Image only or Image and text)	Start Date of Ad Run	Number of Users Reached	Clicks	Duration & Daily Budget
Image only - <i>Find Your Spiritual Home with Us. Option 1</i>	Feb 7, 2020	7,622	91	7 days, \$10/day
Image only - <i>Do you seek a world that affirms human dignity? So do we.</i>	Feb 7, 2020	7,584	79	7 days, \$10/day
Image only - <i>Find Your Spiritual Home with Us., Option 2</i>	Feb 18, 2020	6,674	77	7 days, \$10/day
Image and Text - <i>We're Here for You.</i>	Apr 9, 2020	19,052	235	10 days, \$10/day
Image and Text - <i>Find Your Spiritual Home with Us...Online!, Option 1</i>	Sept 15, 2020	18,758	203	14 days, \$12.50/day
Image and Text - <i>Find Your Spiritual Home with Us...Online!, Option 2</i>	Sept 15, 2020	21,033	151	14 days, \$12.50/day



Feb 7, 2020 ad



Feb 7, 2020 ad



Feb 18, 2020 ad



Apr 9, 2020 ad
(Long text with image)



Sept 15, 2020 ad



Sept 15, 2020 ad

A New FGCquaker.org is Coming!

During FY2020, FGC created a **Web Development Working Group** to undertake the important goal of hiring a web developer to create the next iteration of FGC's website. Our most recent iteration of the website was launched in 2011, and as technology has evolved, our Drupal-based website has struggled to keep up in recent years. We're also concerned with spiritual seekers and new Friends actually finding our website on search engines. Our hope is that a new website will offer more opportunities to add metadata and result in shorter web page load times, which will increase our visibility when new friends look for us online (longer load times and less metadata can lower a website's ranking on search results for Google and other search engines). On the recommendations of the working group, FGC has hired web development firm **YIKES, Inc.** to build the new website on WordPress CMS.

The Web Development Working Group is comprised of **21 members**, representing **10 yearly meetings**. We are hopeful that the new website will launch in late **2021**.

Nurturing the Spiritual Lives of Friends of Color through Online Worship

Since April 2020, FGC's **Ministry on Racism Program**, led by Coordinator **Vanessa Julye** and supported by MOR Program Fellow **Olivia Pandolfi**, has organized multiple ongoing opportunities for People of Color (POC) seeking virtual gatherings for faith and fellowship. The average number of participants in these events, as well the average participation for a weekly worship sharing event for white Friends to discuss racism and how to become actively anti-racist, are featured below.

- Weekly Afternoon Worship for POC: **9 attendees**
- Weekly Evening Worship for POC: **8 attendees**
- Weekly Worship Sharing for POC: **11 attendees**
- Bi-weekly Open House for POC: **14 attendees**
- Monthly Worship for POC: **6 attendees**
- Weekly Worship for White Friends Confronting Racism: **22 attendees**

Program Engagement

\$60,825

QuakerBooks sales
(After discounts & shipping.
Tax not included)

1,008

Virtual FGC Gathering 2020
Attendees, including **55 children & high school participants**

42

Virtual Pre-Gathering Retreat
for Friends of Color & Their
Families Participants

20

Participants in FY20 POC
Retreats: **11 at the in-person Fall 2019 event** and **9 in the virtual Spring 2020 event**

3,086

Online Spiritual Deepening
Library Visitors

275

Spiritual Deepening
eRetreat Participants

1,070

Visitors to the *Conversation on Grief, Death, & Dying*
Podcast and Web Resource