

## House of Gordon USA Communications Report 2010

Our website is doing well even though the number of total visits is down YTD 3.32%, the comparative YTD unique visits over last year is up 106.185%! This means that overall we have more individuals coming to our site who are focused on what they want to find, even with a bit less general traffic. The geography of our site shows that we are still getting 27.65% of our traffic from our fellow Gordons in Russia and we are hoping that will help Valeria Morris who recently formed the House of Gordon Russia in building interest for the House there. Indeed we have many Gordons from around the world visiting our site therefore I have placed tabs on the About Us page linking the USA Officers page and a new International Contacts page which also all have the interconnecting tabs, and hope all Gordons worldwide will feel at home in our House.

Our Facebook House of Gordon USA Group now has 319 members and is growing. This is helping to spread the word about who we are, what we do and helping new folks to find us. On Facebook we can share photos, videos and event information easily and more importantly it gives us a way to connect with each other on a more personal level. I encourage you all to join the group. Many are putting up their genealogy inquiries so I just created a discussion board for this topic in hopes that will make it easier for everyone to review the inquiries and make connections.

We currently have 76 videos in our House of Gordon Playlist on YouTube. If you have a video or video montage, send it along or upload it to YouTube and send me a link. I will be happy to add it to the playlist. This is a fun way to see and share videos of interest to Gordons worldwide.

The biggest challenge for communications is having up to date information on how to contact our members. Email addresses and home addresses change and we don't always get the updates. You can always contact me through the contact us button on the website.

The second big challenge is the cost of communication. The more we can do electronically the more we can provide. I would love to be able to send newsletters to everyone all the time, but the cost of printing and postage is prohibitive. In fact the cost of the one annual posting averages to approximately \$6.30 each, or 63% of the national portion of the dues. We will likely be making some changes in format to the annual publication to bring the printing costs in better alignment with our budgetary concerns. If you would like to receive the annual in full color electronically, let us know and we can save more money by sending some of the annuals in that format! Consider that of your \$25.00 dues each year, \$10.00 remains in the local House to support the cost of the tent sites and local newsletters, \$5.00 goes to the Scottish Charity, and \$10.00 goes to the running of everything else nationally, including the website, heritage fund, scholarship fund and more. Additional donations are made by many and are greatly appreciated, especially in difficult economic times. We are hoping to launch a web store soon that will allow people to purchase Gordon Clan items with the profits benefiting the Heritage and Scholarship Funds so that the true work of the House of Gordon USA can continue by educating the public on our unique cultural heritage and encourage our youth in their study and practice of the Celtic Arts! If you have suggestions on ways we can improve, please by all means let us know. We are all volunteers and believe me your input is always valued! Your volunteering would be even more highly valued, so if you want to be involved in the running of the House please speak up! Finally I want to welcome John Gordon of Illinois as our Quarter Master who will be instrumental in helping me in setting up and maintaining our store.