

# TAHOE DONNER<sup>SM</sup> COMMUNICATION

copies of TD News  
mailed each month

# 6,000

1K - 2K distributed at select amenities and restaurants, plus select local businesses (real estate offices, chamber of commerce)



weekly **activity** guides

# 500 - 2000

during summer  
months and  
holidays



weekly e-blast

monday  
member news  
**5,700**

wednesday  
weekly news  
**4,500**



# 21,700

total **email** subscribers

additional e-blasts

dining  
bi-monthly  
**1,000**

specialty  
e-blasts\*  
**10,600**

\*includes golf, cross country skiing, kids programs, etc

## # social media

total following of 13,800



## website traffic

based on a three month average

**798K**  
page views

**126K**  
users

**257K**  
sessions

**2m40s**  
average  
session  
time

## completing the communication loop: how do we hear from you?

- feedback button on website
- periodic subject-specific surveys
- new member meet and greet events
- management presence at amenities
- committee feedback to management
- amenity comment cards
- town hall meetings
- board meeting comment
- homeowner inspections
- emails

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