**El Farolito Report**

Goal Results, March – July 2023:

**Refined, updated and expanded mailing list**:

* Starting print subscriber list 275
* Integrated Registrar list
* Scrubbed list for outdated information (updated or removed)
* 594 recipients Total, 335 Print, 259 Email (net increased 319 doubled distribution)
* Note: Many GSR’s did not provide email addresses and do not receive printed copy
* Subscribed to email delivery service
* Email delivery results for July, 2023, 40% open, 9% reading through.

**Reduce overhead - simplified production:**

* Cancelled services (-$1000), Bulk Rate, stamps, supply expenses, and subscription services
* Converted to Power Point, and easy conversion to PDF for security (no cost)
* •Cost reduction analysis completed. Started turnkey print and mail service (sped up delivery, reduced production cost)
* •Switched from 40 weight paper to regular paper for printing

**Managing Expenses:**

* Created Excel Spreadsheet reporting tool for finances
* Received and posted contributions and subscriptions (January – July 15)
* Completed analysis for better management
* Average total cost per month $570 (5 months) including printing and mailing
* Price per issue all inclusive $1.74 print ($20.88). 1 year subscription $20 (in line)
* Price per email distribution is $12 month up to 500 email addresses
* Increase in individual subscriptions 2023, 2 subscriptions

**Funding:**

* Created a spreadsheet documenting those who are currently contributing financially to El Farolito
* Thank you to those AA Groups; some with periodic large sums and those who are sending support regularly
* Of the 290 groups in the print database only 41 groups are currently contributing to the production and distribution of the newsletter
* Donation totals were 97 contributions for 5 months
* The result is that for the last 3 months the contributions have dwindled to an average of $255 a month of the $570 average needed. Elf cannot sustain print production at this rate
* There is a prudent reserve. I am working with the ELF committee and Officers to see how we continue to reduce expenses and increase donations
* Information is available if you want to know if your group is contributing to ELF

**Conclusion:**

I thank all those who have supported and assisted me by providing direction and in helping me to produce a quality El Farolito Newsletter. Finally, I want to remind contributors that one way to manage expenses is to make sure that articles are limited to 300 words or less. It is my hope that through the awareness of the current financial situation that Groups will step up to supporting this vital means of Area 46 communication. Any questions see me or send an email at Elfarolito@NM-AA.org

Respectfully Submitted,

Candy R., Editor,

El Farolito Newsletter