



City of Eugene
125 East 8th Avenue, 2nd Floor
Eugene, Oregon 97401
(541) 682-5010
(541) 682-5414 (FAX)
www.eugene-or.gov

EUGENE CITY COUNCIL NEWSLETTER

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**RECREATION'S PATRONS EMBRACE DIVISION'S SOCIAL MEDIA
GRANT WRITING WORKSHOP AT EUGENE PUBLIC LIBRARY**

AROUND THE CITY

Recreation's Patrons Embrace Division's Social Media

With nine Facebook pages, seven of them linked to a Twitter feed, plus an e-newsletter and a virtual Recreation Guide, two blogs, and videos on YouTube and Vimeo, one could say the Recreation Division has embraced social media. The multiple platforms give the division a variety of ways to talk directly to its patrons. Statistics show that Recreation's patrons are tuned in.



Patrons receiving the division's monthly e-newsletter, Rec eNews, open it and click to go deeper into the site, at rates higher than the industry average. Other analytics indicate that of the approximately 12,000 patrons who receive the link to the virtual Rec Guide, more than 4,500 of them "read" it, that is, spend some time reading the content.

In 2013, there were more than 42,000 unique visitors to Recreation's website who made more than 150,000 "page views." The top five pages viewed were: Rec Home, Rec Guide, Athletics, Aquatics and Swim Lessons. Besides City of Eugene, the top search term used to find the Recreation website was "Echo Hollow Pool."

Social media and the web enable Recreation to deliver the division's messages right to a patron's hand for minimal cost. Being "social" media, Recreation's fans and followers can and do share Recreation's messages with their friends and their friend's friends and their friend's friend's friends, and so on.

For more information, contact Library, Recreation and Cultural Services Marketing Public Relations Manager Kathy Madison at 541-682-6342 or kathy.madison@ci.eugene.or.us.

Grant Writing Workshop at Eugene Public Library

Learn how to craft successful grant proposals with expert Lori Bumgardner-Adair on Thursday, Feb 27, at 6 p.m., at the Downtown Eugene Public Library. Admission is free.

Participants will learn step-by-step procedures for writing powerful proposals that meet the requirements of potential funders. Topics covered will include how to identify grant opportunities for a particular non-profit organization, understanding how grantors evaluate proposals, and how to develop successful relationships and communication with grantors.

Bumgardner-Adair has garnered more than \$150 million in awards and matching gifts during her career as a professional grant writer. She has also managed non-profits and directed large-scale deliberative democracy projects at the municipal level and internationally.

For more information, contact the Eugene Public Library at 541-682-5450 or www.eugene-or.gov/library.