

## ISO ACTIVITY JULY 2017 – JULY 2018

### OFFICE COMMUNICATIONS:

- **OUTREACH EMAILS SENT: 250 per month**
- **INCOMING PHONE CALLS: 1,085 per month**
- **VOICE MAILS RETURNED: 39 per month (90% OF TELEPHONE CALLS ANSWERED LIVE BY A STAFF MEMBER)**

### SAA STORE:

- **SAA GREEN BOOKS SOLD: 934 per month.**
- **CONVENTION WORKSHOP AND SPEAKER AUDIO SALES: 154 per month**
- **PAMPHLETS AND BOOKLETS SOLD: 7058 per month**
- **CHIPS, MEDALLIONS, KEY CHAINS & BOOKMARKERS SOLD: 2980 per month**

### ADDITIONAL OUTREACH ACTIVITY:

- **FREE PRINTED LITERATURE (includes individuals, special events, prisoners): to over 100 people per month**
- **OUR SAA GREEN BOOK IS ALSO AVAILABLE TO THE BLIND (in audio format, at the National Library Service)**
- **THE OUTER CIRCLE NEWSLETTER:**
  - **MAILED TO PRISONERS UPON REQUEST: 722 copies per issue**
  - **MAILED TO INDIVIDUALS & GROUPS UPON REQUEST: 821 copies per issue**
  - **SENT ELECTRONICALLY TO E-MAIL LIST: over 9000**
- **SAA LITERATURE PAGES (Literature viewable for free on outreach website): 5,510 page views per month**
- **WOMEN'S PAGE ON OUTREACH WEBSITE: 5,511 unique views per month**
- **TOTAL OUTREACH WEBSITE ACTIVITY: 33,770 unique page views per month**