|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **February 2024**  **Newsletter** | **March 2024**  **Newsletter** | **April 2024**  **Newsletter**  **(Purdah Copy)** | **June 2024**  **Newsletter** | **July 2024**  **Newsletter** | **August 2024**  **Newsletter** |
| **Total Recipients** | 833 | 831 | 829 | 855 | 872 | 889[[1]](#endnote-1) |
| **Successful Deliveries** | 824 | 822 | 824 | 847 | 860 | 863 |
| **Bounces** | 9 (1.1%) | 9 (1.1%) | 5 (0.6%) | 8 (0.9%) | 12 (1.4%) | 7 (0.8%) |
| **Times Forwarded** | 0 | 0 | 0 | 0 | 0 | 0 |
| **Forwarded Opens** | 0 | 0 | 0 | 0 | 0 | 0 |
| **Recipients Who Opened** | 385 (46.7%) | 360 (43.8%) | 400 (48.5%) | 400 (47.2%) | 388 (45.1%) | 428 (49.6%) |
| **Total Opens** | 857 | 780 | 841 | 885 | 715 | 825 |
| **Last Open Date** | 7/18/24 4:09PM | 7/31/24 9:50AM | 7/31/24 11:07AM | 8/4/24 1:16PM | 8/7/24 5:19AM | 8/6/24 9:53PM |
| **Recipients Who Clicked** | 38 (4.6%) | 13 (1.6%) | 45 (5.5%) | 87 (10.3%) | 9 (1.0%) | 8 (0.9%) |
| **Total Clicks** | 70 | 17 | 65 | 157 | 23 | 13 |
| **Last Click Date** | 2/26/24 7:57PM | 3/19/24 7:36AM | 5/9/24 7:34PM | 7/16/24 5:30PM | 7/10/24 3:12PM | 8/5/24 7:15PM |
| **Total Unsubscribes** | 1 | 1 | 1 | 0 | 2 | 0 |

1. 10 still to add from June Farmers Market. [↑](#endnote-ref-1)