
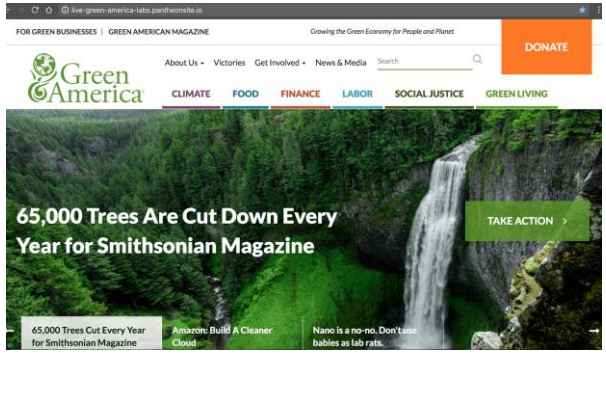


## Early Outcomes from Redesign

<p><b>2016</b></p> 	<p><b>2017</b></p> 
<p>New Online Donations April 2, 2017 - June 14, 2017 (73 days) \$12,497</p>	<p>New Online Donations June 16, 2017 - August 28, 2017 (73 days) \$22,075  76.64% increase</p>
<p>Sessions 141,203</p>	<p>Sessions 144,930  2.64% increase</p>
<p>Avg. Session Duration 00:01:12</p>	<p>Avg. Session Duration 00:01:13  2.25% increase</p>
<p>Direct Visits 41,909</p>	<p>Direct Visits 48,860  16.59% increase</p>
<p>Referral Visits 26,621</p>	<p>Referral Visits 47,931  80.05% increase</p>