

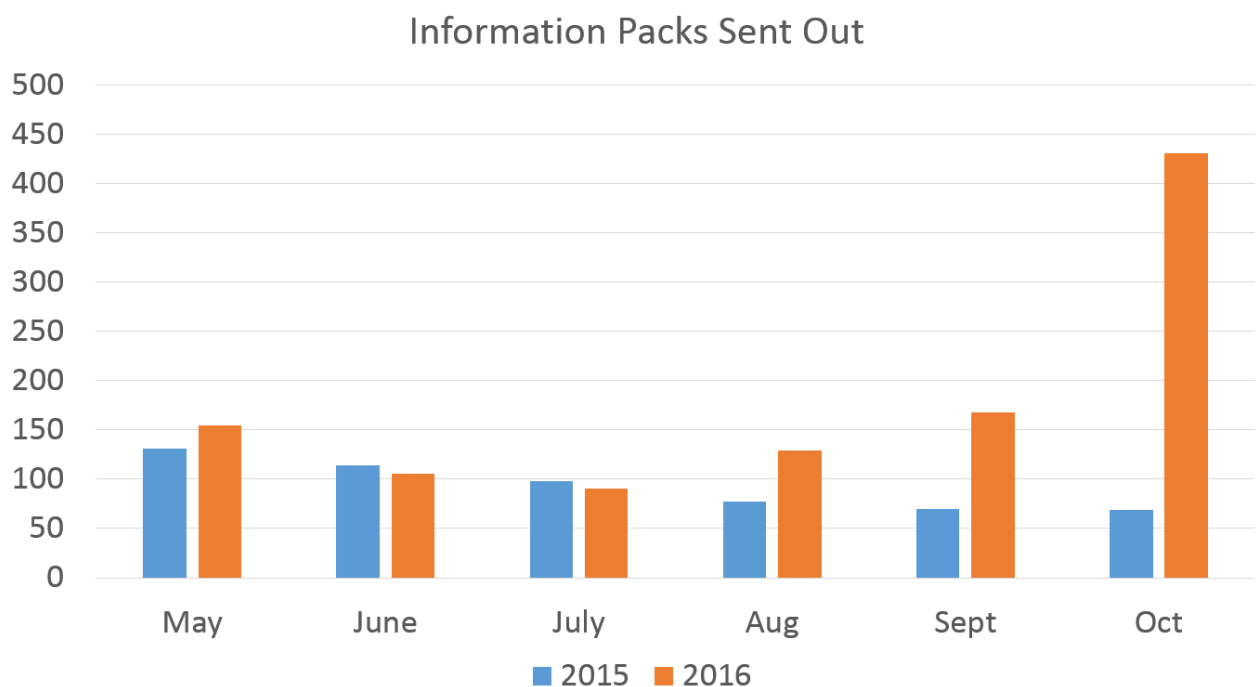
# Quaker Week Success

2016 theme: Inspired by Faith to build a better world | 1–9 October 2016.

Every autumn, we hold Quaker Week, a national event in which we encourage meetings to think about outreach and perhaps to organise an outreach event. Whilst many meetings do outreach all year round, Quaker Week offers a time to focus on all the things we do that enable people to discover more about Quakers and the Quaker way. This work is supported by a central campaign which this year included social media posts, press coverage and print plus online adverts. Quaker Week 2016 received significant interest with a substantial increase in information packs sent out, website traffic and Facebook likes. Friends can view the data below:

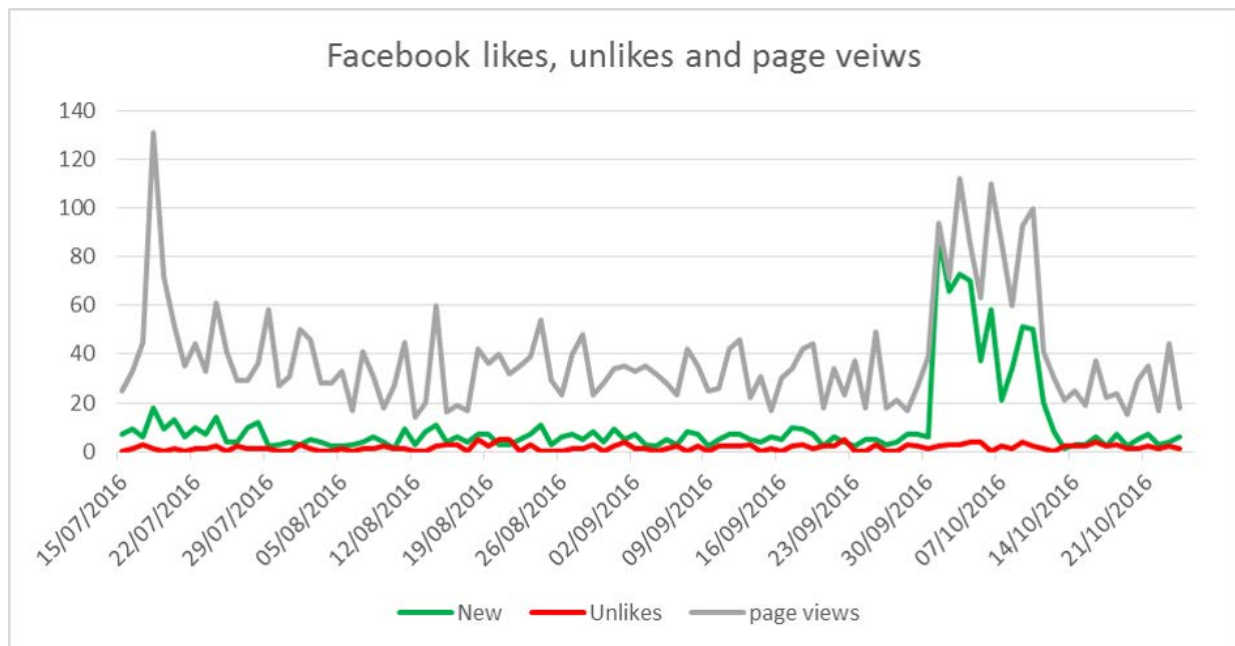
## Information packs sent out

We normally send out around hundred packs a month. Throughout May, June and July the number of packs was similar to last year however from the start of the advertising campaign in August through to September there was an increase in packs. In October there was a huge increase in packs with over 400 packs sent out



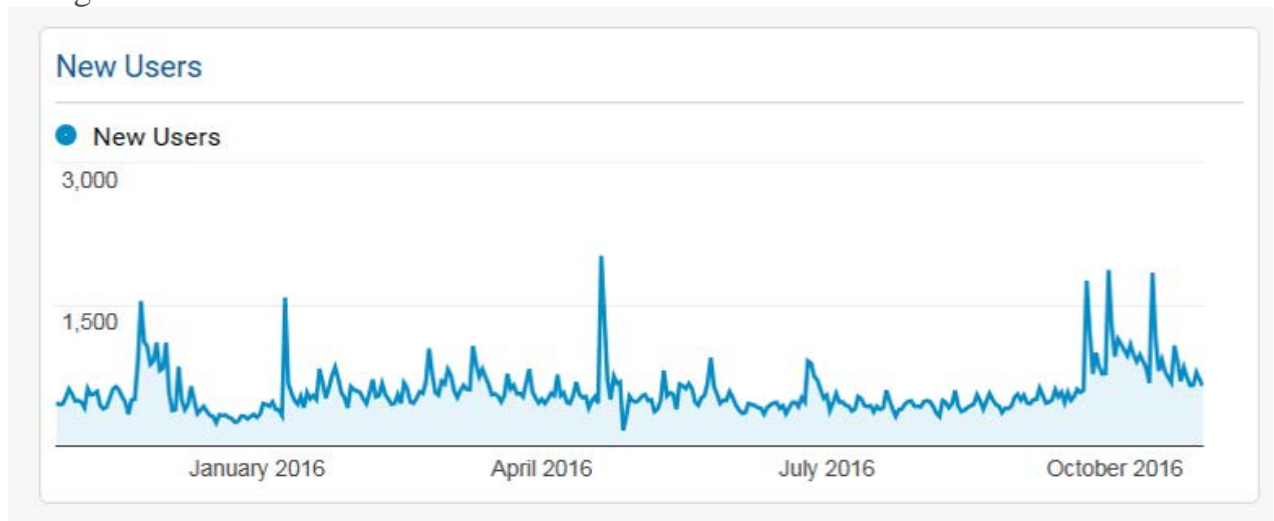
### Facebook likes, unlikes and page views

The graph shows a steady stream of interest in our facebook page with a huge increase in the number new likes during Quaker Week, over 500 new likes from the 30th September through to 14 October.



### New Users on Quakers in Britain Website

The graph shows the new users to the website. October sees a significant increase in the number of new users throughout Quaker Week with large peaks during the airing of the ITV show Paranoid.



You can see examples of Quaker Week events and activity by going to [#QuakerWeek16](#) & [#QuakerWeek](#). Thank you everyone involved! If you have feedback please fill in our [Quaker Week survey](#). Press coverage includes; [Songs of Praise](#), [Ekklesia](#), [PinkNews](#) and various local media including [BBC Devon](#) & [BBC Berkshire](#).