AMA PDX Agency Program:
Ethos Music Center • Channel Landscape

Outstanding gaps are flagged with TBD throughout. Source links and supporting documents are included where available.

Sections are broken out into three main topics: Inventory and audit of current channels, channel performance benchmarks and recommended channel prioritization.

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01 Instagram

Handle: @ethosmusiccenter
Followers: 1,791
Posts: 475
Source: Meta Business Suite, May 2025 - May 2026

Audience Demographics

- Followers: 1,791
- Gender: 56.9% women, 43.1% men
- Age: peak concentration 35-44, secondary 45-54, low 18-24
- Top cities: Portland 58%, Vancouver WA 1.8%, Gresham 1.7%, Eugene 1.5%, Beaverton 1.5%
- Top country: United States 93.4%
- Reach: 6,400 (May-Oct 2025), 5,700 (Nov 2025-May 2026)
- Content interactions: 228 (May-Oct 2025), 1,300 (Nov 2025-May 2026), up 479.8%
- Total views: 13,800 (May-Oct 2025), 47,200 (Nov 2025-May 2026), up 243.1%
- Reels outperform all other content formats for both views and interactions
- Published content: 64 Stories and 35 Posts (May-Oct 2025), 160 Stories and 71 Posts (Nov 2025-May 2026)

What We Know

- Feed is graphic-heavy and production-heavy, reads as org-first rather than community-first

- 1,791 followers after 475 posts suggests consistent posting effort without meaningful audience growth
- Content interactions jumped 479.8% in the most recent six-month period, suggesting a shift in content, posting cadence or community management.
- Top performing posts are a mix of live performance, tagged event photos, videos and staff photos. Content that feels human and makes you stop scrolling consistently outperforms produced graphics.
- Top posts by views in the most recent period: Harold Melvin community art post (10,500 views, 126 likes), Zeitgeist Fashion Show (4,400 views, 199 likes), Ethos hiring post (2,100 views, 27 likes)
- The 35-44 age skew is the primary parent demographic for Music Lessons for Kids, meaning Instagram is reaching the right audience
- Social drives only 3.96% of website traffic (870 visits out of 22,000), so Instagram's value is brand awareness and community building rather than direct website conversion
- Cat and Alberto tag team social alongside their other responsibilities. There is no dedicated social media staff and there will not be.
- They use Meta scheduling for posting
- Analytics reviewed approximately once a quarter, not driving regular decisions
- A second account exists at https://www.instagram.com/ethosmusic that links to the Ethos website. This should be deactivated if possible to avoid brand confusion.

What's Working

- Active and posting consistently, with a significant increase in volume in the most recent period (71 posts and 160 Stories vs. 35 posts and 64 Stories in the prior period)
- Content interactions up 479.8% suggests the content mix is starting to shift in the right direction
- Real moment content and partner collaborations are performing well (Beyond the Zeitgeist Fashion Show, Sebastianos collab)
- Ethos has a content calendar and posting schedule in place

What's Not Working

- Graphic-heavy content is the default rather than the exception
- No clear content pillars or posting strategy visible
- Org-voice dominates over community voice
- No sliding scale, self-booking or access messaging visible in the feed
- Logo consistent with Facebook but looks cut off
- Little to no community management from the Ethos page on comments (liking and replying to comments, resharing to Stories, reposting tagged content)
- Reach declined 10.3% in the most recent period even as views and interactions increased, suggesting the content is engaging existing followers but not reaching new audiences

Outstanding Items

- Access to content calendar/posting schedule
- Did anything change with the content or community management on the page in the last six months to attribute the jump in content interactions? More partnerships with other

brands and local orgs (Reclaim It, Baker Building, Mud Room, Solabee, KMHD) We should look at leveraging more of these as part of our strategy for deliverable 3.

02 Facebook

Page: https://www.facebook.com/ethosmusic/
Followers: 2.4K
Source: Meta Business Suite, lifetime April 2023 to May 2026

Audience Demographics

- Followers: 2,400
- Gender: 64.3% women, 35.7% men
- Age: peak concentration 45-54, strong 35-44 and 55-64. Older skew than Instagram.
- Top cities: Portland 46.9%, Gresham 1.3%, Vancouver WA 1.3%, Seattle 1.1%
- Viewers (Nov 2025-May 2026): 6,037
- Reels outperform all other content formats for both views (8,420) and interactions (179)

What We Know

- 2,392 page likes with low active engagement (24 people talking)
- Facebook audience skews older than Instagram (peak 45-54 vs. 35-44) which aligns directly with the parent and senior audience segments *Source*
- Primary channel for homeschool families via groups
- Primary channel for seniors and older adults (55+ spend more time on Facebook than Instagram) *Source*
- A recent homeschool Facebook group post pulled 10 people into a group class with very little effort. This is the single strongest conversion data point in the audit.
- Views dropped 52.3% in the most recent period but interactions went up 57.8%, suggesting a smaller but more engaged audience
- Analytics reviewed approximately once a quarter
- Page name + URL "Ethos Music" is inconsistent with other channels and branding
- Page is listed as a local business vs non-profit - this can easily be changed by the admin

What's Working

- Community group presence in LGBTQ+, musician and homeschool groups is a strong foundation
- Events being listed directly on page so folks can engage
- 92% recommendation rate
- 829 check-ins suggests real community engagement with the physical space
- Active in relevant community Facebook groups (LGBTQ+, musician, homeschool)
- Larger audience than Instagram (2,392 vs. 1,793)
- Skews older - so think parents and adult programming content

What's Not Working

- Very low active engagement relative to page size (24 people talking out of 2,392 likes)
- Page name inconsistency could create confusion

- Analytics not being used to inform content decisions. Also need to confirm the page is set up in Business Manager so there is access to all the tools available.
- Page category could also be making it harder for people to find
- Logo consistent with Instagram but looks cut off

Outstanding Items

- Access to content calendar/posting schedule
- Change page designation to non-profit vs business
- Confirm Meta business suite access
- Confirm which specific Facebook Groups the team is active in so we can suggest regular content sharing cadence
- Add a newsletter sign-up button to the page to make that path easier
- Keeping homeschool momentum through summer months, including sharing summer camp messaging in FB groups and asking group leaders to share.

03 YouTube

Handle: @ethosmusiccenter (client is verifying access)
Subscribers: 1.4k
Videos: 262
Source: Direct observations May 2026

Audience Demographics To be completed once YouTube channel access is reclaimed and confirmed.

- Subscriber count: 1.4k
- Average views per video: On the lower end for newer videos (
- Top performing content types: TBD
- Audience age and gender breakdown: TBD
- Geographic distribution: TBD

What We Know

- Ethos previously had a YouTube channel but lost ownership at some point (Megan is working on access recovery/confirmation)
- YouTube is the most widely used video platform across all age demographics in the U.S. Source
- YouTube outperforms Facebook with the 55+ demographic in time spent, making it relevant for the senior and adult learner audience *Source*
- Music education content performs well on YouTube: lesson previews, events, student performances and program explainers are all natural fits
- Recital recordings and camp performances could live on YouTube and feed shorter cuts back to Instagram and Facebook
- Content could go hand in hand with future broadcast program

What's Working

- 262 videos already on the channel, which is a significant existing content library
- 1,400 subscribers is a meaningful base to reactivate without starting from zero
- The channel description includes the full org description and links back to ethos.org

- Videos that showcase student performances (older), personal student stories (more recently) and Summer Camp performances have the highest views on the channel

What's Not Working

- Need to confirm access - but assuming Ethos cannot upload content, respond to comments or access analytics (Megan following up)
- Logo is not consistent with other channels
- Not sure when channel was last updated
- Unsure if videos are properly linked and tagged for linking back to the website and channel visibility
- Might need to update links, logos and info on page
- Last video was uploaded five years ago
- A lot of the videos have the old logo

Outstanding Items

- Confirm admin access
- Once access is confirmed, we can audit the channel to assess what we want to keep, update and archive
- Confirm if any of the video content is saved somewhere locally that Ethos can still access/edit and reuse

04 Email and Newsletter

List size: 6,400 subscribers (updated from client discovery)
Segments: Donors, General Newsletter Recipients, Enrollment/Students
Sending frequency: Monthly standard, bi-weekly during fundraising
Platforms: Squarespace (newsletters), Opus (student/guardian automated messages), Little Green Light (donor management)
Source: Client discovery and Squarespace analytics, April-May 2026

Audience Demographics

- Total list size: 6,400 (confirmed from client discovery)
- Segments: Donors, General Newsletter Recipients, Enrollment/Students (confirmed)
- Average open rate: 34% to 70% across newsletter sends (Squarespace analytics 2025-2026). Well above the 28.59% nonprofit benchmark. Opus (student/guardian) emails open at 33% to 61%.
- Average click-through rate: 1% to 5% across newsletter sends, 0% to 5% across Opus sends. Generally at or below the 3.29% nonprofit benchmark.
- Unsubscribe rate: approximately 1% to 2% per send across both lists.
- List growth rate: TBD (one data point shows 21 new subscribers in August 2025; no consistent tracking visible in the data)
- Geographic distribution of subscribers: TBD
- Device breakdown (mobile vs. desktop): TBD

What We Know

- Email is Ethos's strongest and most consistent marketing channel by their own assessment ("by far our most regular and fruitful")

- 6,400 subscribers across three segments: Donors, General Newsletter Recipients and Enrollment/Students
- Monthly standard cadence, bi-weekly during fundraising periods
- Content types: fundraising, registration for upcoming terms, events, important community notices
- Email capture points: website and enrollment. No well-defined structure beyond these two.
- Active list size varies significantly by send, ranging from 3,016 to 7,457 for the newsletter and 768 to 2,614 for Opus, suggesting segmentation and send logic is inconsistent.
- Open rates are strong across both lists, consistently outperforming the 28.59% nonprofit benchmark. The November 6 newsletter achieved 34% open rate with 7,457 recipients; the September 15 Opus send hit 60% with 798 recipients.
- Click-through rates are the gap. Clicks range from 1% to 5% with most sends landing at 1% to 2%. Top clicked content is enrollment-related: Fall Term registration, Lesson Registration and drop-in classes, confirming email drives action when the CTA is direct.
- Community event content outperforms general announcements. The Silent Disco partner event was among the highest-clicked links in the data.
- Give!Guide sends drove engagement with partner org pages (Friends of Noise, IRCO, Latino Network, Hacienda), confirming the list is receptive to community-minded and mission-aligned content.
- Welcome emails average 80% open rates vs. 28.59% for standard sends. Ethos has no welcome sequence, meaning they are missing their highest-performing email touchpoint entirely. Source
- No Meta custom audience strategy in place. Ethos is open to learning about this.

What's Working

- Three segments already exist, which is a solid foundation to build on
- Monthly cadence is consistent and established
- Email identified by Ethos as their most effective channel

What's Not Working

- No welcome email or onboarding sequence for new subscribers
- Email capture has no well-defined structure beyond website and enrollment
- Click-through rates are below benchmark despite strong open rates, suggesting subject lines and preview text are earning the open but the email body is not converting to action.
- Newsletter templates do not include social media links or icons. With 6,400 subscribers and open rates between 34% and 70%, every send is a missed opportunity to drive followers to Instagram and Facebook. Adding social icons to the email template is a one-time fix.

Outstanding Items

- Little Green Light analytics
- Including this survey in email footers and sharing consistently to get responses, or as part of the welcome email sequence. We could also just ask people how they heard about Ethos in a pop-up when they visit the website for the first time. The less we ask them to do, the less friction points, the better.

05 Website

URL: ethos.org
Platform: Squarespace
Analytics: No Google Analytics installed (confirmed from client discovery)
Source: Squarespace analytics July 1, 2025 - May 6, 2026

Audience Demographics

- Overall traffic: 22,000 visits
- Unique visitors: 16,000
- Top traffic sources: Direct visits account for the largest share at 11,619 or 53%, Search is second with 7,778 or 35% and third is email at just under 5%, with a majority of those coming from Squarespace campaigns, Social accounts for only 3.96% or 870 visits
- Top geographic locations: Oregon is the top state with 10,724 visits and Portland the top city with 6,155 visits. Washington is second with 1,666 visits and Vancouver WA at 758.
- Top pages by views and bounce rate: Home (14,823 views, 47.79% bounce, 54 sec avg), Programs (3,231 views, 51.96% bounce), Summer Camps (2,919 views, 77.42% bounce, 3:33 avg), Group Lessons (2,846 views, 74.61% bounce, 2:51 avg), Individual Lessons (2,812 views, 76.79% bounce, 2:27 avg)
- Average session duration: TBD
- Device breakdown (mobile vs. desktop): TBD

What We Know

- Homepage is organized around what Ethos offers vs than who it's for and why it matters to them
- Sliding scale pricing not front and center on the homepage. A family landing for the first time has no idea lessons can be free.
- The group lessons page is strong on content but hard to find without knowing to look for it
- No Google Analytics installed (confirmed from client discovery)
- PDX Parent drove only 52 referral visits during the reporting period for $1,260 in annual spend. NW Kids drove 1 visit.
- Top email campaigns driving website traffic: the summer camps and hiring newsletter drove 316 visits, the annual fundraiser and spring classes newsletter drove 304 visits
- Mobile experience: Optimized for iphone // Android TBD

What's Working

- Group lessons page has strong content
- Clear program navigation in the menu
- Newsletter signup present in the footer

What's Not Working

- Homepage doesn't lead with the most compelling information for new families
- Sliding scale pricing buried rather than featured

- High bounce rates on key enrollment pages: Summer Camps at 77.42%, Individual Lessons at 76.79%, Group Lessons at 74.61%
- Social drives only 3.96% of website traffic, confirming social is not currently a meaningful referral channel
- Newsletter signup is only in the footer, below the fold. No prominent email capture on the homepage for new visitors. This could also be a pop-up.
- Sliding scale group lesson pricing is presented in a way that may be deterring the families Ethos most wants to reach. The page leads with the full price of $225, making that the first number a visitor sees. The lowest listed rate is $95.25, described using program-specific language (OHP/SNAP) that may not be recognizable to all qualifying families. There is no indication that additional financial assistance exists beyond what is listed or that no family is turned away for inability to pay. Reordering and reframing this section to lead with accessibility rather than full price is a quick win.
- No Google Analytics installed, limiting traffic and conversion data beyond Squarespace's native reporting
- Social links are below the fold

Outstanding Items

- Are you open to us installing Google Analytics on the site?
- Are the Saturday hours listed on the website correct? (9:30-11:30 PM)

06 Google Business

Link: https://share.google/jUcZ1YDm2JMWyPXzU
Status: Lost access/ownership, reclaim in progress (Ethos following up)
Source: client discovery and direct observation, April-May 2026

Audience Demographics

To be completed once Google Business profile access is reclaimed and confirmed.

- Total profile views: TBD
- Search queries driving profile views: TBD
- Actions taken on profile (website clicks, direction requests, phone calls): TBD
- Photo views: TBD
- Review count and average rating: TBD
- Review sentiment breakdown: TBD
- Geographic reach of profile visibility: TBD

What We Know

- This is flagged as a quick-win opportunity in the brief
- Ethos lost ownership of the Google Business listing at some point. Megan is working on reclaiming admin access.
- Many families searching "music lessons Portland" or "kids music classes near me" will encounter the Google Business profile before the website
- Address discrepancy across platforms: Yelp lists 2 N Killingsworth St, LinkedIn lists 10 N Killingsworth St. Worth confirming the correct address and standardizing across all listings.

- People searched for art schools 1,232 times last month within 20 miles of the business on Yelp alone, suggesting strong local search demand for exactly what Ethos offers

What's Working

- Top search result when searching “sliding scale music lessons” (In AI mode and unsponsored listings)
- First page, second search result for LGBTQ+ friendly music lessons in Portland
- Not showing up on the first page of search results for “adult music lessons Portland Oregon”

What's Not Working

- Profile ownership lost, meaning Ethos cannot update hours, respond to reviews, add content or control how the organization appears in local map search results
- Address and hour inconsistency across platforms could cause confusion

Outstanding Items

- Ethos working on confirming and regaining access to listing
- Verify correct information in listing (hours, location, etc)

07 Print and Environmental

Budget: $1,500 annually for flyers at music stores and outreach locations
Community tabling: Humboldt Community Association, Homeschooling Resource Fair
Source: client brief and client discovery, April 2026

Audience Demographics

Limited data available for print channels. Gather from client discovery.

- Distribution locations and estimated reach: TBD
- Estimated demographic profile of distribution location foot traffic: TBD
- Any tracking mechanisms in place (QR codes, unique URLs, promo codes): TBD
- Client reported response or inquiry attribution to print: TBD

What We Know

- $1,500 annual budget for print flyers distributed at music stores and outreach locations
- Community tabling has happened at Humboldt Community Association and a Homeschooling Resource Fair. Tabling is easier to staff than student performances.
- Ethos is open to First and Last Thursdays tabling depending on season and capacity
- Volunteer program is not yet developed, which limits community event bandwidth
- Community event presence is resource-constrained and inconsistent
- Signage on the building currently reads "Music Lessons for Kids" which reinforces a narrower perception than what Ethos actually offers
- Current flyers do not feature sliding scale pricing prominently, but could be opportunities to update this.

What's Working

- Community tabling and in-person events are consistently cited by Ethos as one of their strongest awareness and enrollment drivers, with word of mouth being their top channel overall
- Tabling at the Homeschooling Resource Fair is well-aligned with the homeschool family segment and is lower lift than staffing a student performance
- First and Last Thursdays on Alberta are an opportunity Ethos is open to, with tabling preferred over performances for bandwidth reasons
- Print distribution at community centers supports general neighborhood awareness

What's Not Working

- Community event presence is inconsistent due to staff bandwidth and an undeveloped volunteer program
- No tracking in place to measure print response or attribution
- Building signage limits perception of who Ethos serves
- Flyer distribution strategy has not been assessed for whether it reaches displaced communities in priority service zones

Outstanding Items

- What do current flyers look like and do they feature sliding scale pricing prominently?
- What does current flyer distribution entail and can we increase this either by events or locations? Creating a volunteer program option to help with flyer distribution outside of the door and immediate classrooms.
- Which community events are you planning to table at this year and what barriers are preventing you from participating in more?
- Adding QR codes to flyers with UTM parameters so they can be tracked effectively.
- Adding information on sliding scale pricing to flyers - making a general private lesson version and a group lesson version.

08 Paid

Current spend: $1,260 annually in PDX Parent and NW Kids (print and online) plus $1,000 in Give!Guide

Paid social: no current spend. One experiment in the past showed immediate boost but was not continued.

Source: client brief, client discovery, direct PDX Parent and NW Kids stats, April 2026

Audience Demographics

- PDX Parent - Over 150,000 users per month on their website. Distributes over 15,000 print copies to 500+ locations throughout the Portland metro area. Over 80,000 followers across all social platforms. PDX Parent Their audience is Portland metro area parents with children from babyhood to teen years. (Need to request a full media kit for specific demo info)
- NW Kids - Described as a high quality boutique publication targeted to "modern moms"
- Give!Guide $1000 resulted in $26K in donations and 52% of their donations for the year

What We Know

- $1,260 annual budget for ads in PDX Parent and NW Kids, both print and online
- Ads focused on events and summer camps and a year round business listing (tracking not currently available for traffic numbers on the year round business listing. Need to add UTM links to use for these specifically moving forward.)
- Ethos notes this gets the brand out to parents, though measurable return is unclear
- One Meta paid social experiment showed an immediate boost but was not continued due to cost concerns
- No current paid social spend
- Ethos is not opposed to paid partnerships or sponsorships but notes budget constraints

What's Working

- PDX Parent and NW Kids reach a parent-focused audience which is aligned with Ethos's primary enrollment target
- Give!Guide Minimal spend for maximum donations.

What's Not Working

- Unclear whether PDX Parent and NW Kids reach displaced and underserved communities or primarily affluent families already aware of Ethos
- No current paid social strategy
- No tracking or attribution in place to measure return on paid spend

Outstanding Items

- Is content focused primarily on summer camps and should it be focused on year round programming to capture adult audiences as well?

09 Channel Performance Benchmarks

See Competitive Analysis document for full detail.
Source: client discovery, direct observation April 2026.

How to Use This Section These benchmarks are drawn from direct observation of comparable Portland-area nonprofit and music education organizations. They provide context for evaluating Ethos's current channel performance and set realistic targets for improvement.

These are broken out into three sections: direct social competitive set comparison, nonprofit email industry benchmarks and website nonprofit industry benchmarks

Social Media Competitive Set Comparison

Organization	Type	IG Followers	FB Followers	Notes
Friends of Noise	Peer/Partner	16,000	2,592	Strongest in set.
Ethos	Subject	1,789	2,392	Benchmark
Youth Music	Nonprofit Peer	1,735	2,700	Strongest FB in the set

Project				located in West Linn
Vibe of Portland	Nonprofit Peer	1,469	1,316	Similar mission and audience
Community Music Center	Nonprofit Peer	229	1,631	More active on FB, but started posting on IG again a few days ago.
Beacock Music	For-profit music retailer	1,585	10,609	Vancouver WA based. Massive FB presence relative to IG. Music retail not instruction.
Bravo Youth Orchestras	Nonprofit Peer (Music Education)	885	1,900	North Portland. Underserved youth focus. Similar mission to Ethos.
Ascending Flow	Nonprofit Peer (Youth Arts)	900	1,300	SE Portland. Youth and young adults. Music and art mentorship.
AMP	Non-profit (Youth Arts)	2,657	573	Strong IG relative to FB. Homeless youth focus.
p:ear	Nonprofit Peer (Youth Services)	5,544	7,600	Strongest IG in this group. Homeless youth. Art and education focused.
ADX	Nonprofit (creative community space)	19.7K	9,600	Highest social presence in the entire set. Maker space not music ed but useful benchmark for Portland creative community engagement.

Key Takeaways

Instagram

- Friends of Noise at 16,000 followers is the benchmark to study. Same city, mission-aligned audience, 9x Ethos's following. The difference is content type: real performance footage and youth voice, not produced graphics.
- ADX at 20,000 followers is the highest in the entire set and a useful benchmark for what community-first creative content can achieve in Portland. They are not a music org but their approach, showcasing real people doing real creative work in the space, is directly applicable to Ethos.

- p:ear at 5,545 is the strongest IG presence among the youth-serving nonprofit peers and worth studying. Their content centers youth voice and real moments consistently.
- AMP at 2,641 outperforms its Facebook presence significantly, suggesting their audience skews younger and more Instagram-native. Similar dynamic to what Ethos should be working toward.
- Ethos has 475 posts compared to Youth Music Project's 1,521 and School of Rock's 1,442. Ethos is posting significantly less than peers while achieving similar follower counts. Frequency and content type both need to be adjusted.
- Community Music Center's 229 followers across 30 posts shows what happens when a social channel is essentially abandoned. Ethos's channel is more active but the content strategy is not yet driving meaningful growth.

Facebook

- Ethos's Facebook presence at 2,392 likes is competitive relative to the youth-serving nonprofit peer set. The opportunity is not growing the raw follower count but activating the existing audience more effectively through events, fundraisers, bilingual content and community group engagement.
- Beacock Music's 10,609 Facebook followers is the largest in the entire set by a wide margin and reflects the platform's strength with a parent and school music demographic. Not a direct peer but a useful signal that Facebook remains highly relevant for music-adjacent audiences in the Portland and Vancouver metro area.
- Youth Music Project leads the nonprofit peer set on Facebook at 2,800 followers with School of Rock close behind at 2,700.
- School of Rock Portland is the most active on Facebook in this set and is doing trend-based content, participating in platform-native formats rather than broadcasting org content. Low effort, human and gets engagement. Worth noting as a tactical approach Ethos could adapt.
- BRAVO, Ascending Flow and AMP all have modest Facebook presences, suggesting the youth-serving nonprofit peer set is generally underleveraged on the platform. Ethos is competitive within this group.

Nonprofit Industry Benchmarks

Email:

Source: Neon One Nonprofit Email Report, M+R Benchmarks 2025, Nonprofit Tech for Good 2026

- Average nonprofit open rate: 28.59%. Ethos newsletter sends range from 34% to 70%, consistently outperforming this benchmark. Opus sends range from 33% to 61%.
- Average nonprofit click-through rate: 3.29%. Ethos clicks range from 1% to 5% with most sends landing at 1% to 2%, generally at or below benchmark. Click-through rate is the primary gap to close.
- Average welcome email open rate: 80% vs. 28.59% for standard sends. Ethos has no welcome sequence.
- Average nonprofit list size: 4,191 contacts (6,602 for large nonprofits). At 6,400 subscribers Ethos falls in the large nonprofit category.

- Nonprofits sent an average of 62 emails per subscriber in 2024. Ethos sends monthly plus additional sends during fundraising periods, which is well below the average and suggests room to increase cadence strategically without overloading subscribers.
- 33% of donors say email is the tool that most inspires them to give. Consistent with Ethos's own assessment of email as their most effective channel.
- Only 28% of nonprofits use email subscribe popups on their website. Adding one would put Ethos ahead and support list growth.

Website:

Source: M+R Benchmarks 2025, Nonprofit Tech for Good 2026

- 94% of consumers and donors say their first impression of a brand is based on its website design. For Ethos, whose homepage leads with a past event banner and buries sliding scale pricing, this is a significant risk given that many families are encountering Ethos for the first time.
- Nonprofits average 12,708 website visitors per month. Ethos at roughly 1,833 visits per month is well below the nonprofit average, reinforcing that visibility and awareness are the primary gaps.
- Nonprofits average a 60% to 70% bounce rate. A good bounce rate is 40% or below. Ethos's overall bounce rate of 59.61% is favorable compared to the nonprofit average. Key enrollment pages are higher: Summer Camps at 77%, Individual Lessons 77% and Group Lessons 75%.
- Mobile users represent 53% of all nonprofit website visits. Ethos's website is optimized for iphone.
- Organic traffic generates 44% of all nonprofit website visits. Ethos organic search traffic is 35%, below the average, suggesting SEO is an opportunity. Reclaiming the Google Business listing profile is also a related action that would improve local search visibility and possibly organic traffic.

10 Recommended Channel Prioritization

Based on client discovery, channel audit findings, competitive benchmarking and Squarespace/Meta analytics. May 2026.

Channels are prioritized based on three factors: current asset strength (what Ethos already has to work with), audience alignment (which channels reach the right people) and effort-to-impact ratio (what will move the needle given Ethos's limited bandwidth).

Tier 1: Invest and Activate Now

Word of Mouth + Community Confirmed by Ethos as their strongest channel across the board and the thread that connects several other channels in this audit. Immigrant families and the LGBTQ+ community need trusted referrals from trusted community partners, community centers, teachers or other parents before trying a new space. In-person presence at community events and tabling is one of the primary ways Ethos builds those trusted relationships. Tabling is easier to staff than student performances and Last Thursdays on Alberta are an opportunity Ethos is open to (and free!) The recommendation is to be selective rather than expansive:

prioritize events that reach displaced communities and homeschool families specifically while prioritizing building a robust volunteer program to staff events. Marketing materials and social content should also be designed to be shareable and to equip existing community members to make referrals on Ethos's behalf. Showing up is building credibility in the community.

Email and Newsletter *A strong ch*annel by their own assessment and confirmed by the data. 6,400 subscribers across three segments with a consistent monthly cadence. Email drives 4.7% of all website traffic, and the two top-performing email campaigns drove 316 and 304 website visits respectively, outperforming every other non-search and non-direct traffic source. Newsletters and personalized one-to-one emails outperform social and online for both donations and registration. The highest-leverage opportunity in the entire engagement is activating this list more strategically: a welcome sequence, deeper segmentation and enrollment-focused CTAs.

Facebook Primary channel for parents, homeschool families and seniors, all priority audience segments. Facebook audience skews older than Instagram (peak 45-54 vs. 35-44) which aligns directly with the parent and senior segments. 2,400 followers with active group presence in LGBTQ+, musician and homeschool communities. Reels are the top performing content format on Facebook for both views (8,420) and interactions (179). A recent homeschool Facebook group post pulled 10 people into a group class with very little effort, making it the single strongest conversion data point in the audit. Facebook groups are quietly effective and should be treated as a primary outreach channel, not a secondary one.

Google Business Access was lost at some point and needs to be reclaimed. Megan is working on another attempt at claiming admin or owner access. Many families searching for "music lessons Portland" or "kids music classes near me" will encounter the Google Business profile before the website. People who have lived in the neighborhood for 27 years still don't know Ethos exists, which makes local search visibility critical. Reclaiming and optimizing the profile costs nothing, requires no content strategy shift and can happen in parallel with everything else. It is the highest-impact, lowest-effort action in the entire audit.

Give!Guide $1,000 in spend resulted in $26,454 in donations and accounted for 52% of Ethos's annual donations. Some of those were one-time year-end donors. This is the highest ROI channel in the entire marketing budget by a significant margin. Continued investment and potentially increased participation should be a priority, especially as grant funding declines and donor growth becomes more urgent.

Tier 2: Shift Strategy and Grow

Instagram Active but underperforming relative to peers. 1,791 followers with 475 posts while comparable organizations like Youth Music Project have 1,752 followers with 1,521 posts. Content interactions jumped 479.8% in the most recent six-month period, suggesting early momentum from more human and event-driven content. The audience skews 35-44 which is the primary parent demographic for kids and adult targeting. Portland accounts for 58% of followers with Vancouver WA at 1.8% and Gresham at 1.7%. Social drives only 3.96% of website traffic overall, so Instagram's value is brand awareness and community building rather than direct website conversion. No additional budget required, just a different approach to what gets captured and posted.

Website The website gets 22,000 visits and 16,000 unique visitors annually with a 59.61% bounce rate. Group Lessons, the primary enrollment target, gets 2,846 views but has a 74.61% bounce rate. Sliding scale pricing is invisible on the homepage. The homepage banner is

currently promoting a past event and the footer copyright reads 2021. No Google Analytics is installed. Cat confirmed that Squarespace updates are easy to make and the team is open to suggestions. A full redesign is off the table for capacity reasons but quick wins like adding sliding scale language above the fold, installing Google Analytics and updating stale content would improve the conversion path. Group classes already have online signup so the conversion path for the primary marketing target exists, it just needs to be more visible and accessible from the homepage.

Print and Environmental The $1,500 annual print budget covers flyers at music stores and outreach locations. Print blankets community centers and works for general awareness. Distribution strategy should be reassessed to ensure flyers are reaching displaced communities in the priority service zones (David Douglas, Centennial, Parkrose, Cully, Gresham, southern Vancouver) as well as businesses in the immediate area. Trusted partner sites including Hacienda CDC, IRCO and Latino Network should also be stocked on a regular basis as materials placed there carry more weight than general distribution. Adding QR codes to print materials linking to the website and group class signup is a quick win.

Tier 3: Confirm Access and Reactivate

YouTube The channel exists at youtube.com/@EthosMusicCenter with 1,400 subscribers and 262 videos already uploaded. Ethos is working on admin access. YouTube is the most widely used video platform across all age demographics and outperforms Facebook with the 55+ demographic in time spent. If access is confirmed, this is a low-effort reactivation: recital recordings and camp footage can be uploaded with minimal editing and shorter cuts can feed Instagram Reels and Facebook.

Tier 4: Test and Evaluate

Paid Social Ethos experimented once with Meta paid ads and saw an immediate boost but did not continue due to cost concerns. Ethos's email list can be uploaded to Meta to build custom lookalike audiences similar to current parents, students and donors. A small structured test of $1 to $5 per day boosting on highest-performing organic posts, geo-targeted to displaced community zip codes (David Douglas, Centennial, Parkrose, Cully, Gresham, southern Vancouver), is also worth prioritizing with a more defined content strategy.

Reddit Worth monitoring and participating in hyperlocal Portland subreddits where families are already asking for music education recommendations. A low-effort listening and response strategy rather than a posting channel.

TikTok No current presence. Music-adjacent content performs well on the platform and the discovery-first algorithm means new accounts can reach audiences without an existing follower base. Claiming the handle is a low-effort brand protection move. Content production is not recommended until bandwidth allows.

Tier 5: Deprioritize or Reassess

PDX Parent and NW Kids Squarespace referral data shows PDX Parent drove only 52 website visits during the reporting period for $1,260 in annual spend, approximately $24 per visit. NW Kids Magazine drove 1 website visit. This spend should be evaluated against alternatives, such as more adult forward publications.

Twitter/X Ethos has a dormant @EthosMusic account with 400 followers and no posts. Given the platform's declining relevance for nonprofit community engagement and the significant bandwidth constraints on Ethos's team, reactivating Twitter/X is not recommended at this time.