



Sisters of St. Joseph of Carondelet  
St. Paul Province  
Ministries Foundation

Bold Moves for Real Change

**DRAFT**

## Ministries Foundation Marketing Committee Meeting

Wednesday, September 8, 2021; 11:30am – 1:00pm

**In Attendance:** Jenna Bendel; Mary Connelly, CSJ; Kay Egan, CSJ; Alyssa Howells; Maya Missaghi; Gabrielle Rohde; Mark Richards; Ralph Scorpio; Lacy Sietsema; Kristine (Kris) Smyth.

**Special Guest:** Mimi Pizzi

The Ministries Foundation Marketing Committee convened on Wednesday, September 8 via Zoom. Gabrielle Rohde called the meeting to order at 11:32am.

### Introductions

Introductions were made between Lacy and board members.

**Prayer:** led by Gabrielle Rohde.

**Minutes:** Review of the August 11, 2021 minutes. Gabrielle Rohde asked if there were any corrections or feedback to the minutes from August 11, 2021. Hearing none, Kris made a motion to approve the minutes and Maya, seconded her motion. All agreed and the minutes were approved.

### Septemberfest Cancellation/Next Steps

Mimi reported that Septemberfest was cancelled due to COVID concerns. All the vendors and bands were very understanding. We were able to recoup most of the funds spent on vendors and entertainment. We only lost \$90 on the porta-potty because the company could only refund half the amount. A very generous sponsor, Herregan Distributors, Inc. allowed us to keep their \$2000 to spend as needed. Tomorrow (September 9, 2021), Mimi will put up signs that let the public know Septemberfest. Emails and social media posts were also sent out reflecting the cancellation. Gabrielle asked Alyssa if, from a communications standpoint, we have any analytics from who might have shown up. Alyssa responded that we don't really know, that maybe 40 people had responded on Facebook that they would attend. Alyssa did hear back from people via email that they understood why the event had to be cancelled. She mentioned that Cathy Steffens might participate in a video mentioning the cancellation, which can be posted on social media. Ralph said that we sent the initial event promotion to our whole mailing list and it was advertised in some church bulletins. Mimi notified all of those churches about the cancellation. Kris asked if we could change the main CSJ Ministries Foundation voicemail to let people know about the cancellation and Lacy will make that happen. Jenna will put up a notice on the Province website. Mark mentioned that one of the cool parts of Septemberfest is the connection we have with the Sisters and Gabrielle asked if there is something more we could do to put the Sisters more in front so people could still see them. Jenna said that there are a plethora of ways to reach audiences. Gabrielle said that the Sisters are inspiring and she asked how we can get on more lists to learn more about them. Jenna will connect with Alyssa and Lacy about signing up for more information.

## **Donor Survey Discussion**

At the last meeting there was a discussion about surveying our donors and learning more about who they are and the best ways to reach them. Maya made an outline of some questions. This survey would be done through Survey Monkey. Gabrielle asked how many existing donor emails we have in our database. Alyssa answered that we have a little less than 5,000. She also said that we need to be realistic about responses and that we could hope for 50-100 returns. A discussion was had about the pros and cons of doing a survey and how we could get people to respond. A point was made that focus groups, rather than an online survey, might be a better way to learn more about our donor base.

Ralph said that we have very loyal and consistent donors. We lose donors when they age out and die. We need to figure out how to replace them with new donors. Ralph thinks it would be helpful to ask donors how they want to be communicated to. Mark stated that he thinks we are trying to solve two problems at the same time: how to stop the donor slide and how we approach donors communication-wise. He thinks these might be separate initiatives. Gabrielle said that she appreciates all that's been said and all the viewpoints are valid. She agrees that we need to know more about the donor list. There are a lot of stats from Raiser's Edge but she doesn't know if there is any more information that can be culled from that list. Gabrielle asked what we can tell from the list we already have and Ralph said that he could present something at the next meeting.

Further discussion was about where the continuity is between donors who passed away and their families. It was decided that we should look at the donor list and see what groups and individuals we could reach out to and approach with some of these questions: how can we move to reach our existing donors and how do we reach new ones? Maya reiterated that we are trying to sustain and grow our donor base and it's important to look at donor continuity. We could form a focus group of really loyal, longstanding donors and reach out to newer donors. We should find out who is getting our emails and who is trying to continue the legacy.

Survey discussion is tabled for now.

## **Website Review/Update and Social Media Analytics/New Ways to Use Social Media to Fund-Raise**

Alyssa stated that the website had an uptick in people this month. A huge number went to the Septemberfest page, so people did see our emails and posts. If we're looking for trends, we can say people are looking at the emails and going to our website when we point them in that direction. A majority of pages had a jump and people are staying on longer and there are donations coming in.

Alyssa also said that we are making jumps in social media followers. Not huge jumps, but when we have targeted campaigns people follow along. We are generally moving in the upward direction and people are interacting with us. We are also getting a new email service that allows us to deliberately target people with the creation of segmented lists. Alyssa said that it would be helpful for committee members to think about what are the ideas or creative stories that make us open emails. Mark said that he often looks at things his friends send him and we should get more people already on the inside to bring in people from the outside. We should use board members, ex-board members, and key donor connections to share inspiring stories that will bring people in. Kris said that the video from Learning In Style is inspiring and represents the epitome of what we are striving to do. If we do videos that highlight the different ministries, that is the example we need to follow. Gabrielle said that it is our job to get those stories across to donors and to make the point that you help everyone when you help the people who need it. Gabrielle asked how we can do this better. Kay responded that if we're going to raise money for ministry directors, we should have the expectation of them giving some thought to who is doing something we can share. The question was asked if it is the responsibility of the foundation to find

these stories or the responsibility of the ministry directors. Jenna will send a PDF of the latest Together issue to Lacy, who will forward it to the board members. Jenna also said that she can't follow up on the paper copies of *Together* but Ann and Natalie can get that going. When Lacy sends out the PDF of *Together*, she will ask if board members prefer print or digital.

### **Province Marketing Update**

Skipped over this.

### **2021-2022 Marketing Committee Work Plan**

Gabrielle pointed out that there are only a few minutes left of the meeting. The issue with the welcome pack will be discussed at the next meeting. There was a discussion about the Women's Owned Businesses mailing and whether that the marketing committee should have a role in that. Ralph pointed out that it is more of a development committee project. Kris reported that a small subcommittee of the Development Committee is working on this.

### **Action Items**

1. Alyssa will develop Septemberfest cancellation video involving the Sisters. The video should be brief, 30 seconds to 1 minute.
2. Use snippets of ministry stories that show what is happening to use in emails.

**Adjournment:** the meeting adjourned at 1:06pm.

Respectfully Submitted,

Lacy Sietsema