



**In Attendance:** Alyssa Howells, Stacy Jacobson, Stephanie Klenk, Mimi Pizzi, Gabrielle Rohde, Ralph Scorpio, Kris Smyth.

The Ministries Foundation Development Committee convened on Tuesday, August 24 on Zoom. The meeting was called to order by Chair Kris Smyth at 3:05pm.

**Prayer:** led by Kris Smyth.

**Minutes:** Kris asked if there was any feedback to the minutes from June 8, 2021. Hearing none, Stacy Jacobson made a motion to approve the minutes and Gabrielle Rohde seconded her motion. All agreed and the minutes were approved.

Ralph Scorpio introduced Alyssa Howells' new role as Development Officer – Annual Fund and Digital Fundraising. Mimi Pizzi gave an update about Septemberfest and said that the beer, music, food trucks, and activities are ready to go. She also addressed people's concerns about the rise in COVID cases because of the Delta variant and said that we will make a final decision about the event happening by Wednesday, September 1. The most important thing to consider is whether or not we feel safe hosting an event with the Sisters in attendance.

#### **Review & Discussion of Committee Evaluation**

Kris reviewed the committee evaluation results that were completed at the end of last year. Since COVID cases are on the rise again, there is no reason to discuss meeting in-person again and we will discuss the possibility when things have settled down again. Overall, the findings from the evaluation were that everyone wants to focus more on finding new donors. There were no questions.

#### **Information Updates**

- Revenue YTD: Alyssa said that as of July 31, 2021, the Annual Fund has raised about \$38k and there is about \$50k received in Wills & Bequests. She said that the Fall Appeal will be sent out in the next month or so with a general mailing to our entire list and more personalized letters to determined segmented lists.
- Institutional Giving: Grant Tracker: Alyssa pointed out that there were several changes since last meeting with new grants coming in, being submitted, and some declines (all highlighted in yellow). It is early in the year and Paul Tatro (grants officer) plans on applying for as many grants that St. Mary's Health Clinics and any other ministries qualify for.
- Audit of All Fundraising Materials: At the Development Board education event Ralph and Kris presented an audit of every mailed campaign that was sent last fiscal year. It included the price of every mailing and amount per piece sent. Give to the Max was also included in the list and compared to amount spent (only employee hours) it was the most successful campaign.

Gabrielle offered to use a program she pays for to look up people's email addresses after the committee discussed how we need more donor email addresses.

- **Bold Moves 2030:** Ralph said that at the most recent Sister meeting with Fox Advancement was discussed and Model 2 was introduced as the recommended plan (the ministries would be absorbed by the 501c3 held by the Ministries Foundation and a restructuring would happen). The Sisters will meet for the Sister Assembly in October and vote on moving ahead, or not. Kris congratulated Ralph on working on this project and keeping it moving. He told the group that he is most excited to tell donors that there is a plan to keep the ministries going even if the Sisters are no longer here. Stacy asked about the timeline for next steps and what communication about this will be (i.e., an announcement, a celebration). He said that the Leadership Committee has given us the green light to very slowly start working on a memo of understanding for this work and that ideally, he would love to announce it at the 2022 Gala/Celebration. Things moving forward will not move as slowly as it has so far and hopefully there will be more information to come.

### **Discussion Topics**

- **Development Committee Action Plan:** Kris reviewed that Committee Action Plan and Alyssa added that following up with memorial donors a year later can start whenever we want because she can pull this information from the database. Alyssa and Ralph will start thinking about a follow-up letter. Ralph said that the overall goal of the Action Plan is to create traditional donors into digital donors.
- **Development Committee Charter:** Collaborating with the Marketing Committee was added to the charter responsibilities. Gabrielle made a motion to approve the charter, and all agreed.
- **Women Owned Business Mailing:** Alyssa, Kris, and Gabrielle will work together to start working on the Women Owned Business mailing. Kris wants to get it sent out soon because we only have access to the list until February 2022.
- **Email Platform Review:** Alyssa gave a very quick overview about email marketing services including different options, why the Ministries Foundation needs a new one, and the pros and cons of each. The committee gave the green light to start working with Constant Contact.

### **Review of Action Items**

- Set up Constant Contact account - Alyssa
- Start working on Women Owned Business Mailing - Gabrielle, Kris, Alyssa
- Follow-up with email service - Gabrielle
- Start Memorial donor year follow-up - Alyssa
- Assign Board members to write thank you cards for new donors - Alyssa

**Adjournment:** meeting adjourned at 4:30pm.

Respectfully Submitted,  
Alyssa Howells, CSJ Ministries Foundation