



**Ministries Foundation Marketing Committee**  
**Wednesday, July 14, 2021; 11:30am – 1:00pm**  
**Zoom Virtual Meeting**

**DRAFT**

**In Attendance:** Jenna Bendel; Kay Egan, CSJ; Alyssa Howells; Martha Nemesi; Emily Robinson; Gabrielle Rohde; Ralph Scorpio; Kris Smyth.

**Special Guest:** Mimi Pizzi.

The Ministries Foundation Marketing Committee convened on Wednesday, July 14 via Zoom virtual meeting. Chair Gabrielle Rohde called the meeting to order at 11:33am.

**Prayer:** led by Ralph Scorpio.

**Minutes:** Gabrielle asked if there were any corrections to the minutes from June 9, 2021. Hearing none, Jenna Bendel made a motion to approve the minutes and Kris Smyth seconded her motion; all agreed, and the minutes were approved.

DISCUSSION

**Septemberfest**

Mimi Pizzi introduced Septemberfest as an annual community event that includes family activities, ministry representation, food, and drinks. The Advisory Committee met earlier this week and the committee is excited to start marketing the event. Septemberfest will be in-person and will focus on re-connecting with the Sisters and rebuilding our community. There will be hand sanitizer and mask stations. Confirmed food trucks are: KCM Egg Rolls, TOT BOSS, Purple People Feeder, and 9 Yum Yum; Paddy Wagon, an Irish band, will play music. Mimi is still searching for an organization to donate beer. Activities will include face painting, cookie walk, lawn games, Sister Rosalyn will give chair massages, and the committee is looking into some sort of blow-up slide. Alyssa Howells shared the postcard graphic that will be sent as a save the date, the website, and that she will reach out to St. Catherine to do marketing on campus as well. There will be a few door prizes that will require people to give us their emails and contact information; Gabrielle thinks that we should only ask for email addresses because we need to increase our mailing list. There was a conversation about requiring an email address for a door prize and people thought that since everyone may not have an email address, it would not be a requirement to provide one to sign up for a prize. Kay Egan, CSJ, suggested contacting Carondelet Village (CV) about transporting Sisters to the event and including the families from Project Home. Mimi will talk to John about inviting the Project Home residents and will investigate people accompanying Sisters. Ralph Scorpio asked Kay about the CV van and if it would be possible for us to use it; she didn't know but Mimi will ask.

**2021-22 Marketing Committee Action Plan**

Gabrielle reminded the group that the main goal of this committee is to get more donors, find new

donors, and get younger people involved. She asked the committee to think about which stories are the most appealing from the ministries to share right now and the importance of finding those stories. Ralph suggested asking the ministry directors for what they think are the most important stories to focus on and then we can fit them all together throughout the year. Alyssa will ask the ministries for stories throughout the year. Gabrielle asked if we would still be moving forward in sending an appeal to the Women Owned Business list and Ralph said that we have the list until January 2022. Another action item included in the plan is the relationship between the Ministries Foundation (MF) and Aging But Dangerous (ABD). Ralph said that we are not pursuing that relationship currently because Wisdom Ways (WW) had a lot of staffing changes, but he thinks that the new director will be interested in working with ABD. Gabrielle reminded the group that we are always looking for new committee members, specifically with marketing and social media experience.

Jenna Bendel said that she's working on a centralized form for every ministry within the Province to submit events, updates, etc. Ralph suggested that a smaller group meet to talk about the action plan, and we will finish discussing it at the next meeting.

### **Marketing Committee Charter**

Ralph shared the Marketing Committee Charter and said that he added a responsibility about "monitoring digital communication tools." Kris asked about what 'unified' means in #3 of the responsibilities and Ralph thought it means that when someone in the community hears about one ministry of the CSJs, it includes everything else and that we aren't in competition with each other. Jenna brought up the example of Catholic Charities and how they're a good example of a unified front. Kris thinks that 'unified' is confusing because it's hard to be unified when the MF is a very singular entity. It was decided that #2 would be "Help unify the branding of the Sisters of St. Joseph ministries" and #3 was updated to be "Promote and advertise strategically." The Charter will go to the Board for approval.

### UPDATES

**Province Marketing Report:** to be discussed next meeting.

**Website & Social Media Analytics:** to be discussed next meeting.

### **Other**

- Action item for 2021-22: find a story every quarter from each ministry
- Action item for 2021-22: proceed with Women Owned Business mailing

**Adjournment:** the meeting adjourned at 1:10pm.

Respectfully Submitted,  
Alyssa Howells, CSJ Ministries Foundation