



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

Bold Moves for Real Change

DRAFT

Sisters of St. Joseph Ministries Foundation
Wednesday, January 12, 2022; 1:00pm – 2:30pm

In Attendance: Kay Egan, CSJ; Alyssa Howells; Mimi Pizzi; Emily Robinson; Gabrielle Rohde; Ralph Scorpio; Lacy Sietsema; Kris Smyth.

The Ministries Foundation Marketing Committee convened on Wednesday, January 12 via Zoom. Gabrielle Rohde called the meeting to order at 1:02pm.

Prayer: led by Gabrielle Rohde.

Minutes: The minutes of November 10, 2021 were reviewed. Gabi asked if there were any corrections or feedback. Hearing none, Kay made a motion to approve the minutes and Emily seconded. The November 10, 2021 minutes were unanimously approved.

Website Review/Update and Social Media Analytics/Advent Calendar Analytics

Alyssa presented a deep dive of the overall web analytics from January 2021-January 2022. Beginning with Facebook, she shared that we started out with 834 likes, 917 follows. Currently, we have seen an increase and are sitting at 869 likes and 962 follows. Alyssa shared the posts that have had the most reach, shared, likes, and reactions. She creates posts based around themes: Ministry Monday, Wellness Wednesday, Thankful Thursday, Sign up for our emails Friday. Through various Facebook Fundraisers, we have raised \$1,012.13 in donations. Most of these fundraisers were started by people who are in our database and then their contacts donated. Gabi asked if it would be possible to reach out to people and let them know that we have a Ministries Foundation page or to friend them on the platform. Alyssa said that would be something to look into. It was also asked if Alyssa would know the demographics of who we are reaching. Alyssa said that the typical age range for people on Facebook are 50 and up. Ralph added that Facebook might be a place to reach current and older donors, but maybe not the next generation.

Alyssa stated that Instagram reflects our biggest growth platform. Last year, we had 175 followers and we've now seen a 26.3% increase as of January 2022. This is the platform Alyssa interacts with the most. It's more user-friendly, especially for non-profits. Instagram also uses the same fundraising platform as Facebook. There was a discussion about opportunities for boosting our visibility. Alyssa said one area for growth could be a coordinated ad campaign. Kris suggested doing a Board education class on how Board/Committee members can share social media information.

Twitter is the only platform where we've seen a slight (1.3%) decrease in followers. However, twitter tends to have lots of ups and down. Twitter is a more challenging platform for us. Alyssa stated that people typically use it to follow influencers, celebrities, and news. She added that we don't have a huge amount of interaction on this platform and it's best used as a broadcasting platform.

After discussing our social media platforms, Alyssa presented the Ministries Foundation website. The website was revamped on November 15, 2021. Since then, we've had 8,551 pageviews, 11,289 site sessions, and an average of 1 minute 8 seconds on page. 15 people have signed up for our mailing list (vs. 5 on the old site). 6 people have signed up to volunteer, and 5 people contacted us. Our top performing pages were: 2021 Advent Calendar (64% exit rate), Homepage (51% exit rate), and November 28 (78% exit rate). The exit rate is when people go to the page and leave the page right from there. Gabi asked if it's possible to look at Advent pages and examine what worked or didn't work for next year. Alyssa said she thinks as the Advent Calendar went on, people might have developed fatigue. Ralph added that for the first two Advent days, we sent the links out to all our mailing lists. After two days, people had to opt in, which could be why less people visited pages. Taking out the Advent Calendar page(s), the most viewed page is the donate page (75%). 60% of visitors use the desktop, 36% use a mobile device, and 4% use a tablet.

It was asked if we can tell how long people stay on our webpages. Alyssa said that December 7th Advent Holiday Playlist reflected the highest amount of time that people stayed on our webpage. She added that all of the analytics show that the total number of pageviews on the new website equals what we had over a 6-month period on the old website. Because web traffic has increased, it boosts our website on Google.

Alyssa presented our new email platform Constant Contact. We moved to this on September 13, 2021. It's more user-friendly than our previous platform. Since October 1, we've sent more than 111,025 emails. Of these emails, 31,694 have been opened. This means we have a 37% open rate versus the 27% industry standard. We've received 4,927 clicks from our emails. We have a total of 3,817 contacts. 113 contacts have been added organically. Some people have unsubscribed, and suddenly started getting our emails because Google did not recognize our first email platform. The unsubscribe rate has evened out to 1-2 a week.

Alyssa concluded her presentation by stating that Facebook is our most utilized and interacted-with platform. It shows a steady growth of followers and likes, and people can easily share and interact with our content. We will continue to share content from our ministries and local articles. Instagram is our fastest growing platform and she will continue to post consistently, as well as tag friends, sponsors, vendors as much as possible. Alyssa stated that people interact and visit our website when we direct them to it. Updating the website has made it easier for people to interact with us and search for information. We saw a big increase in visitors over Advent and should continue to brainstorm new content for the site. Our emails reflect a dedicated group of people who open and interact with us in this medium. People continue to sign up for our emails and we will continue to promote/share sign-up information to obtain new contacts.

There was a discussion about the language used on slide 1 of Alyssa's PowerPoint. Kay said we should change "Teaching Advocacy" to "Advocating for Justice." She pointed out that many of the charities and moves the Sisters make would have ended if there was complete justice. Alyssa stated that this is just a tagline used by the St. Joseph Worker Program. Kay reiterated that the language of justice needs to be

overstated rather than understated. She added that it would be better to say “supporting health” instead of “supporting wellness.” Gabi said that going forward with Bold Moves, we have to set ourselves apart and fully understand our reason for being. There is a great deal of competition and it’s critical that people understand quickly why they should give to the Ministries Foundation. Kay added that there needs to be consistency in language and it’s important that the Bold Moves Steering Committee address this for the future. Ralph said the first task of the Steering Committee is organization and structure, then language and branding. There may also be instructions or guidelines from the MOU Committee as well.

Tagline Discussion: *“Because uplifting women is what we’re ALL about”*

We ran short on time at this point.

Adjournment: the meeting adjourned at 2:30pm.

Respectfully Submitted,

Lacy Sietsema, CSJ Ministries Foundation