



Advancement Committee Meeting Minutes
Thursday, November 20, 2024
4:30 p.m. – 6:00 p.m.
Via Zoom

Present: Kevin Berg; Stacy Jacobson; Stephanie Klenk; Brian Mullen; Joel Rainville; Gabrielle Rohde; Kris Smyth

Staff: Matt Halley; Ralph Scorpio; Lacy Sietsema

Not Present: Marjie Blevins; Maya Missaghi; Mark Richards; Fr. Larry Snyder

The meeting began on Thursday, October 10, 2024 at 4:35 p.m.

DEI Statement: Joel read the DEI Statement.

Prayer: Ralph read the prayer.

Minutes: The October minutes were presented for approval. Hearing no changes or corrections, Kevin moved to approve the minutes and Brian seconded. All present members voted to approve the minutes with Joel abstaining due to absence.

YTD Advancement Report

Ralph presented the YTD Advancement Report. This report details received grants, undesignated gifts, service fee income, transition expenses, fundraising efforts, planned giving, and events revenue. The Annual Appeal went out late and will catch up by the end of December. Grants are on track. Accola has received an \$60,000 transition grant from Otto Bremer. Overall, this report shows that everything is on track. There was a discussion about the ability to obtain grants. Ralph suggested inviting Paul Tatro (Grant Writer – Accola) to the next Advancement/Marketing meeting to go over grant processes. There was a discussion about creating a Venmo account for Accola.

Advancement Committee Work Plan

Identifying and soliciting new donor groups: Kevin reported that he noticed a lot of volunteers at the Learning In Style Open House. Ralph added that Accola has recently hired a part-time Volunteer Coordinator for all the programs. There was a discussion about the potential to reach new donors through volunteers. The Board and program staff can also be utilized to reach new donors as well. Joel suggested hosting a volunteer appreciation event. This event can include families of volunteers and would be an excellent way to reach a wider audience. Gabi suggested writing thank you notes to guests who attended the LIS open house.

Gabi discussed her outreach at the Blake School breakfast held for alumni and parents. She spoke to the head of the school and the head of alumni relations/events about Accola. Outreach is a part of the school curriculum and they expressed interest in Accola. Ralph suggested working with Gabi to contact the head of outreach at Blake.

There was a conversation about consociates who are also donors, as well as alumni of the St. Joseph Worker program.

How to engage board members in fund-raising activities: There was a discussion about utilizing Board members to find ways to increase Accola's visibility with groups. Kevin suggested that the Advancement/Marketing Committee come up with 3-4 specific ways the Board can help promote Accola.

Next Steps

1. The Volunteer Coordinator will work with Advancement.
2. Initiate a pilot project with Blake School volunteers in the second semester. Eng the semester with a volunteer appreciation event.
3. Bring 3-4 specific ways the Board can promote Accola to its contacts.
4. Write thank you notes to attendees of the LIS open house.
5. Think of ways to reach new donors (particularly Gen Z and Millennials).

New Business/Items

Joel cancelled the December meeting. He offered to host a committee social hour. Meetings will resume in January.

Adjournment: Meeting adjourned at 5:49 p.m.

Respectfully submitted,

Lacy Sietsema, Accola