



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

Bold Moves for Real Change

DRAFT

Ministries Foundation Development Committee Meeting
Tuesday, December 7, 2021; 3 – 4:30pm
Zoom Virtual Meeting

In Attendance: Alyssa Howells, Stacy Jacobson, Stephanie Klenk, Brian Mullen, Mimi Pizzi, Gabrielle Rohde signed on right as we ended, Ralph Scorpio, Lacy Sietsema, Kris Smyth

The Ministries Foundation Development Committee convened on Tuesday, December 7, 2021 on Zoom. The meeting was called to order by Chair Kris Smyth at 3:00pm.

Prayer: led by Kris Smyth.

Minutes: Kris asked if there was any corrections to the minutes from October 12, 2021. Hearing none, Brian Mullen made a motion to approve the minutes and Stephanie Klenk seconded the motion. All agreed and the minutes were approved.

Information Updates

Revenue YTD: Alyssa stated that both the Annual Fund and Grants are the big highlights at this point. The Annual Fund has a YTD goal of \$175,000 and is currently sitting at \$197,000. Grants has a YTD goal of \$150,000 and so far \$319,000 has come in. Donations are also up. The goal is \$75,000 and so far \$89,000 has come in. It was pointed out that compared to last year, the Annual Fund is strong and we've seen an increase this year.

Individual Success Metrics: Alyssa stated that while there is still a little more to do as far as reaching donors, our overall count is at 711 at this point. We've seen 95 new donors, 132 recaptured donors, and repeat donors are at 474.

Institutional Giving: Grant Tracker: There have been five nice grants committed to us and we're currently sitting at \$336,500. We have three new grants that are pending. We're hoping to hear from Allina Health about Gala sponsorship, which is usually \$30,000. There were two declined grants from Major League Baseball and the Burns Family Foundation. It was asked if the Burns Family Foundation is local, and Ralph said he would check on that with Paul.

Constant Contact Update: Alyssa thanked everyone for their support regarding the move to Constant Contact. It has drastically helped us as far as communication and made it easier for people to sign up to hear from us. We've more than 119 subscribers, and 57 of those are completely new in our database. The open rate has jumped up to 35%, whereas in the previous email platform the rate was 25%-28%. Some of this is a result of the Advent daily emails. Alyssa said that this means that segmenting the email lists is incredibly important. It's also easy to see who is opening our emails and what they are clicking on. Constant Contact has also been a better traffic source for the website. The Advent emails currently have 347 people signed up, which means people are definitely seeing our content and responding. It was

asked if we are tracking the number of people who go into Constant Contact and provide a donation. Alyssa responded that we are and that hopefully more people are doing it online, which is easier track.

Bold Moves 2030: Ralph stated that members of the Executive Committee will be meeting with the Province Council to go over names and select the Steering Committee. The Sisters are also putting forward names for the MOU, which is ultimately decided by the Province Council. The Steering Committee will be around 7-9 people. Once the Steering Committee is selected, they will be responsible for designing the restructured organization that will bring the Ministries Foundation and their ministries into the future. Kris added that the Sisters who have been working on this are very enthusiastic and they see value in helping the other Sisters transition in a positive way. It was asked when the Board would be notified. Ralph responded that by the time the Board meets on December 16, 2021, the Executive Committee will have the approved list of nominations and we should know who will be part of the Steering Committee.

Discussion Topics

Development Committee Action Plan: Kris stated that the Development Committee is doing well with regards to its action plan. The Advent Calendar will hopefully attract some new emails and donor acquisitions.

Women Owned Business Mailing: Alyssa stated that the Women's Owned Business Mailing went out at the beginning of November to a list that contained about 9,500 people on it. The mailing did not have a donation envelope in it. Instead, the mailing had a QR Code, which went directly to a page that is specifically tailored to the Women's Owned Business mailing. As of December 6, 2021, 23 people have visited that page. At least 2 people have filled out the volunteer form and Alyssa has followed up with them. The biggest news from this mailing is that we now have two recurring donors, one for \$15 a month and another for \$100 a month. This is an awesome result.

Alyssa asked for feedback on a potential second mailing to the Women's Owned Business list. She added that the second mailing will have a donation envelope included, the format will be similar to the first brochure, and the QR code will still be present. Development Committee members agreed that we should be consistent with the format and look, since the first brochure did resonate with people. Kris suggested changing out the pictures. There was a discussion about possibly adding something a little more specific; for example: testimonials about being lifted up by one of our ministries, stories of action or the work itself. Mimi added that Sarah's would be a good resource for this. There was also a discussion on the adding "Spirituality" to the list of things we support, especially since Wisdom Ways is going to become a part of us. It was suggested that those who responded to the first mailing be removed from the list for the second mailing. Stephanie added that we should possibly include a box that thanks all those who responded, which could move other people to respond, and that we also include the opportunities to volunteer/mentor. It was pointed out that we don't want the mailing to get too busy.

Fall Annual Fund Solicitation: Alyssa said that the Ministries Foundation will be sending out a holiday card. We opted not to do another direct appeal because Bold Moves mailed recently. The holiday card will be a postcard, which is easy for people to flip over. The art is from Sister Ansgar Holmberg and hasn't been used before. The message on the back will be from Ralph and the Leadership Team. There will be a QR code on the card that will take people to our donation page if they are so moved. In the

meantime, the Advent Calendar does contain several asks and the next issue of Bold Moves will have a donation envelope.

Board Members Writing Thank You Notes: This year, the Ministries Foundation opted to send out handwritten notes to new donors. Almost all Board Members were able to volunteer throughout the year. Around 30 cards have been sent out so far. Alyssa pulls the monthly new donors list and Lacy sends out the cards, envelopes, note template, and addresses. In the next couple months we have about 4-5 volunteers going forward each month.

Preparation for Seeking Gifts from Donor Advised Funds: Ralph pointed out that as we proceed through the Bold Moves 2030 project and become a larger foundation with both the ministries and fundraising arms working closer together, we may want to consider ways to further attract new donors. One way to do potentially do this is through Donor Advised Funds. This would allow us to invest larger gifts from donors and every year the donor can determine where to donate a portion of the investment. Donor Advised Funds also show potential donors that we are here for the long term. Ralph added that this would put the Ministries Foundation in another league, build up our endowment, and create a stronger legacy. This would be an important piece to have in our fundraising repertoire. If donors can't start one here, they will go elsewhere.

Still to be Discussed – Anything Else: Kris asked if there was any news about the Gala. Stacy stated that Mimi continues to hold a lot of subcommittee meetings and that there will be a Gala Steering Committee meeting next week. There will be more information forthcoming after that meeting. Mimi added that this year the Save the Date information will go out in January as part of the next Bold Moves newsletter. We are still planning for the celebration to be in-person at this point in time.

Adjournment: meeting adjourned at 4:00pm. Ralph wants the minutes to reflect the 30 minutes Christmas gift of us getting out early.

Respectfully Submitted,
Lacy Sietsema, CSJ Ministries Foundation