



Advancement Committee Meeting Minutes
Thursday, June 12, 2025
9:30 – 11:00 AM
Via Zoom

Present: Kevin Berg; Marjie Blevins; Stacy Jacobson; Joel Rainville; Kris Smyth

Staff: Matt Halley; Lacy Sietsema

Not Present: Stephanie Klenk; Maya Missaghi; Brian Mullen; Mark Richards; Gabrielle Rohde; Fr. Larry Snyder

The meeting began on Thursday, June 12, 2025, at 9:37 a.m.

Meeting Intention: Led by Kevin.

DEI Statement: Matt read the DEI Statement.

Minutes: The May minutes will be approved at the July meeting.

YTD Advancement Report

Matt reviewed the YTD Advancement Report. Estate gifts continue to come in, but Accola is behind on grants and individual contributions. The fiscal year does not end until June 30, which means there is time for these numbers to increase. The final appeal for FY25 is being mailed out. Matt reported that the Sarah's Fundraiser was very successful and its expenses were low. The new Advancement Director, Andrée Aronson, will begin working for Accola soon.

The committee discussed the end-of-year appeal. Matt explained that the direct solicitation and annual report will be reaching mailboxes shortly. This appeal is being supported with email campaigns and social media. The committee discussed grants. Kevin explained that he has some relationships with a few trustees on the Otto Bremer Board. Kevin will discuss this further with Matt.

Update on Marketing Subcommittee

The Marketing subcommittee has met and is looking how Accola messages and to whom. Dan Ryan has met with Matt and Lacy to go over the current mechanics of this process. The subcommittee is looking at past and present groupings of donors and what this means for the future. Matt reviewed the "pillar functions" and how Accola can build from this foundation. He explained the definitions of "house of brands" and "branded house" and how these terms apply to Accola.

Board Engagement Project Update 2025-2026 Board Training

Joel asked the committee for feedback on ways to help Board members become more engaged. The committee discussed using the Board Education sessions to provide advancement training. Events like the Sarah's Fundraiser also provide an opportunity for Board members to engage with Accola programs, donors, and potential donors.

Joel asked the committee to email any additional feedback, questions, etc.

Other

Matt provided the committee with an update on the success of the Accola 2025 Online Auction.

There was a discussion about the fundraising goal in FY26. The role of the Advancement Director, President, and Board was reviewed.

Adjournment: Meeting adjourned at 10:41 a.m. Respectfully submitted,

Lacy Sietsema, Accola