

To: Board of Directors
From: Ralph Scorpio
Date: August 12, 2024

1. We are looking forward to next week's (August 21 at 4 pm) ritual celebrating our launch and announcing our new name. If you haven't RSVP'd yet, please do so by noon Friday, August 16.
2. Once that takes place, it's full speed ahead. Our fundraising solicitations, appeals, social media, and website will launch soon after with our new brand.
3. Septemberfest is Thursday, September 5, from 4 – 8 pm on this property. (If you would like to volunteer, please call Mimi at 651-690-7058 or email her at mpizzi@csjministriesfoundation.org.) This year our new name and brand will be prominently displayed at our tents. We will have FAQ fliers to explain it. Please stop by Septemberfest and celebrate with us!
4. The Advancement and Marketing will join forces and become one committee this year.
 - First meeting scheduled for early September. Joel Rainville is our Chair.
 - Our 2024-25 comprehensive advancement and communications plan and schedule for FY 2025 The Advancement Committee reviewed the first draft on June 10. It will continue to be developed will be finalized at that meeting, in time for the launch of our annual fund activity later that month.
 - Part of the plan and schedule is a robust events schedule with a fundraiser or a "friendraiser" almost every month.
 - I have redesigned the monthly fundraising report to more closely match the format of the financial statements. This should help all board members track the funds that come in and where they go. This will be unveiled at the September Advancement and Marketing meeting.
 - The Advancement Office will also lead the internal and external communications efforts. Once our name and brand are settled upon, we will be communicating with a unified voice through this office. The external communications plan and schedule will be discussed and finalized at the committee meeting. The Senior Leadership Team is helping finalize the internal communications plan and schedule.
5. As usual, our July and early August are slow revenue months. We will start tracking fundraising YTD revenue in September.
6. The Advancement Office will also coordinate the Volunteer Coordinator, who will be hired to manage the varied volunteer needs of the entire organization. I have worked with the Senior Leadership Team to researching the volunteer needs of our programs. I have written a comprehensive job description that Kim Wagner has reviewed. We will post it soon and hope to hire in September.



Ralph Scorpio
Vice President of Advancement