



Advancement Committee Meeting Minutes
Thursday, July 10, 2025
9:30 – 11:00 AM
Via Zoom

Present: Marjie Blevins; Steve Kenney Brian Mullen; Joel Rainville; Kristine Smyth

Staff: Andree Aronson; Matt Halley; Lacy Sietsema

Not Present: Gabi Rohde

The meeting began on Thursday, October 9, 2025, at 9:32 a.m.

Meeting Intention: Led by Joel.

DEI Statement: Matt read the DEI Statement.

Minutes: The September Advancement minutes were presented for approval. Hearing no changes, Marjie moved to approve the minutes and Steve seconded. All present members voted to approve the minutes.

Advancement Director's Remarks/Updates

Andree reported that she received excellent feedback on the Integrated Fund Development Plan. Internally, the Accola Advancement Department is testing difference marketing content and materials to determine what works best to boost engagement and participation. There is specific focus on Wisdom Ways and its programming. The holiday giving ask is being developed. Everything will be brought under Accola instead of being program specific.

Andree reported that a large mailing has gone out to major donors, CSJ Consociates, and the CSJs. This mailing includes a letter and brochure to reintroduce Accola to its community. There will be an Accola Open House in November at Carondelet Village. This open house will have a similar format to the one at LIS.

The new Volunteer and Community Partnership Manager began their role with Accola. Julie has recruited sixteen volunteers for St. Kate's to clear out the yard at Sarah's. She will work with Lindsey to refine volunteer onboarding for Accola.

There was a discussion about development goals and how they are reflected in the budget. There was a discussion about the Advancement dashboard. Andree reported that Accola received a generous gift of \$25,000 this week.

Annual Fund Development Plan

The committee discussed the role of the Board and the Advancement Committee in the Annual Fund Development Plan, as well as accountability. These roles are defined as follows:

Board of Directors

- Monitor progress of Advancement Committee
- 100% annual giving participation.
- Identify and introduce 3 new prospects annually.
- Join solicitations for top-tier donors.
- Community ambassadors: host table at events, share networks.

Advancement Committee

Help BOD meet accountability goals:

- 100% annual giving participation.
- Identify and introduce 3 new prospects annually.
- Join solicitations for top-tier donors.
- Community ambassadors: host table at events, share networks.
- Review and report on quarterly goals and BOD engagement

There will be many opportunities for Board members to help bring focus to Accola and help develop relationships and increase awareness.

Updated Committee Charter and Advancement Committee Workplan

Joel reviewed the updated workplan for FY26. The committee provided feedback on the workplan goals. There was a discussion about what is expected from Board members with regards to Advancement.

2025-2026 Board Training Planning

Joel reported that there will be an Advancement component to the Board Retreat in early 2026. He has requested time at a couple of education sessions and suggested having an

expert talk about the role in advancement work. There was a discussion about providing Board members with specific metrics/numbers and using this to track Board participation and engagement.

Adjourn: The committee adjourned at 10:58 a.m.

Respectfully Submitted,

Lacy Sietsema, Accola