



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

Bold Moves for Real Change

DRAFT

**Ministries Foundation Development Committee Meeting
Monday, December 12, 2022; 3:00 – 4:30pm
Zoom Virtual Meeting**

In Attendance: Alyssa Howells; Stacy Jacobson; Stephanie Klenk; Susan Oeffling, CSJ; Mimi Pizzi; Mark Richards; Ralph Scorpio; Lacy Sietsema; Kris Smyth

Not Present: Brian Mullen, Gabrielle Rohde

The Ministries Foundation Development Committee convened on Monday, December 12, 2022 via Zoom. The meeting was called to order by Chair Mark Richards at 3:03 pm.

Prayer: led by Mark.

Modified DEI Statement: read by Alyssa.

Minutes: The minutes from the joint Development & Marketing meeting from October 10 were presented. Hearing no corrections or feedback, Susan moved to approve and Stacy seconded. All members voted in favor.

Information Updates

Revenue YTD: Alyssa reported on the revenue year-to-date. The Annual Fund is at \$202,000 with an additional \$13,000 that came in today. Contract income is in. There was a discussion about estate gifts, which are currently at \$0. Ralph stated that these gifts come in randomly, but that he has been told we will be receiving one by the end of the year. Alyssa said that she began factoring these in a few years ago because the Foundation was consistently getting some. Grants are at \$655,000. The first gift for the Carondelet Celebration (\$30,000) is in. There was a discussion about the amount of grants received for St. Mary's Health Clinics (SMHC) and whether or not the proceeds for the Celebration can go towards other things. Ralph explained that the Foundation has obligations towards SMHC. While grants have exceeded expectations, this does not mean that the Clinics have a balanced budget. If anything, an abundance of grants alleviates the Province's potential subsidy to SMHC.

Individual Success Metrics: The goal for donors is 2,000 and there is currently 627. A number of new contacts have joined through the Advent Calendar. Alyssa added that focusing on these new people and how we can convert them will be the next things to think about over the next six months. Alyssa has been reaching out to donors who didn't give to us last year. There was a discussion about captured vs. recaptured donors and if the split between the numbers is common. Alyssa said it is common and that a number of new donors typically come from memorials. New donors also came in due to Give To The Max and Miles For A Minute.

Institutional Giving/Grant Tracker: Alyssa presented the Grants Tracker. A number of incoming grants are for SMHC. The Constellation Fund is a major success. Paul has worked closely with them to get this grant through. Ralph added that the amount of interest in SMHC is phenomenal, especially on behalf of counties and the state health department. People are seeing the value of SMHC being on the ground as a vehicle that spreads health awareness and delivers services. Alyssa reported that there are no new grant declines since October.

Social Media Numbers: Alyssa reported that the Foundation has received more new followers due to the Digital Advent Calendar. The social media numbers reflect the website numbers. She pointed out that this shows that if we have something new or interactive, people will definitely check it out. The Foundation is sitting at a higher than average opening rate for emails. There is a dedicated group of people who want to see what we are doing. Alyssa cautioned that due to the upcoming holidays, the number of views/opens will decrease.

Ralph said that the success of the Advent Calendar suggests that we should think about what we can do after Advent. Ralph suggested thinking about positive ways to approach Lent. Alyssa added that last spring, she posted new blog posts and the website numbers spiked as a result.

There was a discussion about the email data and if it can be determined who is opening emails up. Alyssa reiterated that there is a core group of people who consistently look at our stuff and then the number of others tends to fluctuate. Alyssa thinks this would be a great group to solicit for surveys or focus groups. There was a discussion about how this core group could be reached and what could be asked. Kris suggested asking for an assessment of the Advent Calendar and seeing what worked, what didn't, what would they like to see. Ralph pointed out that this groups seems to want to connect and be part of the community and asked how we can further deliver on building this community. This could be the bridge that converts them into donors. Mark asked about volunteer opportunities. Alyssa stated that we do have a volunteer sign up page, but that opportunities are limited within the ministries. SMHC has the most consistent need for volunteers.

A discussion was had about other possible angles to approach this core group of people. Kris pointed out that she views Advent as a four-week spiritual journey and people may be interested in this concept. Susan suggested offering tours of the ministries, which could have a more direct impact on people. Alyssa said this could be something offered up in a follow-up email and pointed out that there are a number of people who may prefer interacting with us virtually.

Holiday Appeal: The Holiday Appeal has gone out, along with donation envelopes.

Discussion Topics

There was a discussion about ways we can reach existing donors and helping them to become advocates for the Foundation and engage new potential donors. Alyssa stated that we used to give new donors a packet of cards, but that this didn't get a lot of traction. Currently, there is a Board Initiative where Board Members write a thank you note to new donors. Mimi suggested doing a BOGO with the Celebration tickets and this might encourage donors to bring new people to the Celebration. Kris suggested giving ideal new donors spots at each Board Member's table, who could then welcome and talk to them.

Stephanie suggested talking to each of the ministries and asking if they know of anyone who has an interest in specific women (for example: helping the underserved, helping women, etc.). This would allow us to specifically reach out to these people. Stacy added that having a smaller, more intimate pre-welcome to the Celebration for these new people could be a way to ease them into a space they don't know very well.

It was also suggested that for every person brought, people could receive ten free chances at a raffle, free game play during the Social 90, or free valet.

Mark would like to use the next Board Education Session to have a conversation with Board Members about how they can connect their friends with the Foundation and strategize ways to reach them.

Adjournment: The meeting adjourned at 4:28 p.m.

Respectfully Submitted,
Lacy Sietsema, CSJ Ministries Foundation