



**Advancement Committee Meeting Minutes
Thursday, March 13, 2025
9:30 – 11 AM
Via Zoom**

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

Staff: Matt Halley; Ralph Scorpio

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

The meeting began on Thursday, February 13, 2025, at 9:30 a.m. This meeting is being recorded and will be transcribed by Lacy Sietsema.

DEI Statement: Joel read the DEI Statement.

Prayer: Joel read the prayer.

Minutes: The February minutes were presented for approval. Hearing no changes to the minutes, Stacy moved to approve and Kris seconded. All present members voted to approve the February minutes.

YTD Advancement Report

Ralph presented the YTD Advancement Report. He reported that Paul has written four grants for Sarah's. Undesignated gifts are a little behind where Accola was at this time last year. Service fee income and transition expenses revenue is on target. Planned giving is ahead and Ralph has been informed of several IRAs that are in the works. Event revenue is \$8,236 and the Online Auction will boost this number. Mimi has gotten sponsors for this event and sponsorships alone will bring in \$10,000-\$15,000. Most of these sponsors are Province and Accola vendors.

The committee discussed the current LYBUNT number. Ralph reviewed the FY25 donor goal and explained the solicitation process. There was a discussion about lapsed donors and engagement opportunities.

Review & Discussion: Advancement Action Plan

Ralph presented the Q4 calendar. All events in red are new. Currently, Accola is in the middle of its March Kindness event, which was created to increase awareness and engagement. At the end of the month, Lacy will compile analytics to determine the number of hits to the website, email engagement, and number of donations based on the prompts. Ralph reviewed the Online Auction and donor event opportunities. Lacy and Matt will encourage the Board to engage with prospective donors throughout May and June. Ralph discussed the Sarah's open house in June. Sarah's has a loyal donor base, and this should bring in a good crowd. A lapsed donor solicitation will go out before the end of the year. There will be some great opportunities throughout the rest of the year to bring in revenue.

There was a discussion about Parenteau-Graves. Matt reported that Parenteau-Graves will be helping with some projects until the new Advancement Vice President is hired. The Advancement Committee discussed the March Kindness Calendar. Ralph reported that a photographer has been hired to take new photos of Learning In Style and Sarah's... an Oasis for Women. There was a discussion about reaching out to previous Gala donors and encouraging them to participate in the Online Auction.

Review of Committee Work Plan

Joel reviewed the Committee Work Plan. This plan was approved in February. Fundraising is being monitored. The committee continues to monitor events and offer feedback. Gabi stated that there have been some challenges regarding specific goals, but Accola does have some unique opportunities.

Review & Discuss Initial 10-Year Projections

Matt recommended that a block of time be set aside in the next two meetings where the Committee can make some decisions regarding the 10-year projections. This will help develop fundraising strategies moving forward.

Communications Plan Update

Joel reported that the Marketing Subcommittee is being organized and there will be meetings within the next month. This will help develop strategies around messaging and markets.

Joel encouraged everyone to review the fundraising documents on the Board Portal. Joel and Matt will reach out to Board members and encourage them to schedule meet and greets before the end of the fiscal year.

Director of Advancement & Marketing Update

Matt reported that after nearly three decades of service, Ralph is moving on to serve a different part of the CSJ community. Matt expressed gratitude for Ralph's work throughout this transition. Matt has drafted a job description for the Vice President of Advancement position and this is being reviewed by a few Board members.

Upcoming Events/Announcements

Joel encouraged committee members to share information about the Online Auction.

Adjournment: Meeting adjourned at 10:30 a.m.

Respectfully submitted,

Lacy Sietsema, Accola