



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

Bold Moves for Real Change

DRAFT

Sisters of St. Joseph Ministries Foundation

Wednesday, November 10, 2021; 1:00pm – 2:30pm

In Attendance: Jenna Bendel; Alyssa Howells; Mimi Pizzi; Emily Robinson; Gabrielle Rohde; Ralph Scorpio; Lacy Sietsema; Kristine (Kris) Smyth.

The Ministries Foundation Marketing Committee convened on Wednesday, November 11 via Zoom. Gabrielle Rohde called the meeting to order at 1:00pm.

Prayer: led by Gabrielle Rohde.

Minutes: Review of the October 13, 2021 minutes. Gabrielle Rohde asked if there were any corrections or feedback. No edits suggested. Kris made a motion to approve and this motion seconded by Jenna. Minutes for October 13, 2021 were approved.

Website Review/Update and Social Media Analytics/New Ways to Use Social Media to Fund-Raise

Alyssa presented the new Ministries Foundation website. Her focus for this new site was to make it a little more crisp, less busy, more consistent in branding, and to include more visual images. She also linked all the ministries on our homepage so that it would be obvious what the Ministries Foundation supports and made the donation page easier to navigate.

Alyssa also discussed the Women's Owned Business landing page. It was pointed out that the page should control the first impression that the audience sees. Alyssa said she used the same colors from the mailing brochure and highlighted social justice, education, healthcare, and housing. Also added were other ways to become involved in the different ministries other than monetary donations. Alyssa did reach out to all the ministry directors and based on their feedback, she was able to create a form that allows people to pick and choose how they wish to give back. It was asked if we could track the number of visitors from the mailing and Alyssa stated that people would have to use the QR code.

Virtual Outreach Projects

Mimi presented the Ministries Foundation's first ever digital Advent Calendar. The thought behind this calendar is that this is a way we can get people to virtually stay in touch with us and to try to provide a fun, creative service for people. The calendar is up on the website, which also contains a sign-up form for people to receive a daily mail throughout Advent. This will hopefully help reach new potential donors and allow us to build a larger virtual community. Examples were given of what people can expect to see throughout the calendar. These activities range from an action step to learn more and donate to the ministries, meditation, ways to give back to the community, prayer, and music. There was a discussion about the amount of emails people receive and it was stated that all people on the overall Ministries

Foundation email list will receive the first two days but after that they need to sign up to keep receiving daily emails. Otherwise, people can bookmark the webpage to access the calendar as often as they want. There was further discussion about the importance of messaging and ways to keep people returning. There was a suggestion of changing some of the language on the Advent Calendar sign up page. There was also concern that this will appeal more to our existing base and not to new people. Ralph stated that the Advent Calendar is really intended to be our gift to donors but also a way for current donors to help spread the word to others who may sign up and add to our email and mailing lists.

ANALYTICS

Alyssa presented the analytics for the month of October and said our numbers are generally strong. There was a slight decrease in early November but that's probably because the website was being redone and so there wasn't a lot of directed traffic to the website. Now that the new site is up, Alyssa will put things on rapid relay, social media, and through emails. Social media numbers were up, possibly because of Give to the Max.

Who Are Our Donors, Continued?

Alyssa pulled all the donors from July until now. There were a total of 102 people and a couple of those were from family foundations. About 10.8% of donors were the result from a parish presentation on CSJ missions in Peru back in July. There were a number of memorial donations, 76% from Minnesota and 18% from outside the state. One takeaway from this data is that more than half of the donations are coming from direct connections to someone else. Ralph mentioned a recent publication that stated the importance of word of mouth and that it's very big with younger audiences. It was discussed that perhaps we should use current donors to be our ambassadors to reach new people.

2021-2022 Marketing Committee Work Plan

Gabi thinks we've done a lot on this plan. She thinks we need to keep focused. She is pleased with all the efforts being made.

Adjournment: the meeting adjourned at 2:30pm.

Respectfully Submitted,

Lacy Sietsema, CSJ Ministries Foundation