



**Marketing Committee Meeting
May 8, 2019
North Conference Room, Administration Center**

DRAFT

Follow Up Items:

- Ministries Foundation website will include the MF Board members' affiliations (Alyssa and Ralph).
- Mary Connelly, CSJ, will follow-up with planners of her Cretin-Derham Hall reunion about doing a presentation about the CSJs.
- Ralph will work on a speech for Mary to give at her reunion.
- All to brainstorm ideas for honorary chairs for the 2020 Gala.

Present: Jenna Bendel; Mary Connelly, CSJ; Kay Egan, CSJ; Alyssa Howells; Deb Jessen; Martha Nemesi; Ralph Scorpio; Bridget Sperl; Paul Tatro.

The Marketing Committee convened in the North Conference Room at the CSJ Administration Center on Wednesday May 8, 2019. The meeting was called to order at 11:30am by Bridget Sperl.

Prayer: Ralph Scorpio led prayer.

Minutes: Bridget moved to approve the April 10th, 2019 Marketing Committee minutes. Martha Nemesi seconded it; all were in favor, and the motion passed.

Discussion:

A. Gala Review

- The overwhelming feedback from the Gala has been great so far. There were many CSJs present, the energy in the room was great and turnout was good. Compilation of donations is currently being processed and we should know shortly what impact the Gala had. Martha reported that her staff was extremely impressed and honored to be invited to the event; everyone had a great time and there was already buzz about next year.
- The Gala was an overall success, but some things to keep in mind for next year include: How can we keep the momentum going for the Foundation after a successful event? How can we do better next year and easily replicate the success we had? What other marketing can we do for next year (i.e. billboards, pamphlets, etc...)? Who would be good honorary chairs for next year's event?

B. Foundation Communication Plan

- There was no updated report to give currently.

C. Province Communication Plan

- Jenna Bendel had a meeting with Kathy and Ann to talk about the amount of money left in the budget and what should be done with the remaining funds. Jenna, Kathy and Ann all agreed that the remaining budget should be put towards branding, as soon as

possible, with an outside consultant coming in to help and educate. Marketing and branding will be discussed at PIN, but Jenna thinks it is a good idea for discussions and brainstorming to start immediately so that there is groundwork laid for success moving into the next fiscal year. Jenna has the Committee's full support in moving forward with a cohesive branding strategy and all agreed that it is extremely important to have a strong plan moving forward.

- The Province marketing team will focus on branding, short videos about our ministries, a press plan and a potential billboard campaign over the next year. There is some funding left in the budget to start these projects before the end of the fiscal year, but more importantly conversations need to be started about what we want to achieve, how we want to achieve it, and which direction we need to move in to be the most successful. Jenna will follow-up with the Committee about any help she needs before the PIN meeting and Bridget volunteered to be helpful in any way she can.

D. Donor Follow-Up Process

- Paul Tatro introduced a rough copy of what a potential 'donor follow-up process' document would look like and include. It was stressed that the most important thing to do with donors is to create sincere, personal and valid relationships with them that build trust and appreciation. How we interact with different levels of donors is different, but everyone needs a thank you letter (ideally within 48 hours) and to feel like their contribution is a vital part of our work.
- The idea of an appreciation event for non-Sister donors at Carondelet Village was talked about with Mary Connelly, CSJ, volunteering to organize a recognition party where the video from the Gala is screened. Ralph will follow up with Mary about this.

E. Bold Moves Newsletter

- The new Bold Moves newsletter has been officially printed! This is an easier template for donors to access with the added benefit of it being easier to update for staff. The committee should continue to brainstorm what should go in the next edition (with an emphasis put upon how we can convey to our donors succinctly what their money is going towards); it is set to be produced and distributed this Summer.

F. Other

- May Connelly, CSJ, has her 50th year reunion from Cretin-Derham Hall on Sept. 21st and it was discussed if anything from the Ministries/Sisters could be presented. The committee thought this was an excellent idea and will support Mary it whatever help she needs to make this a reality. Bridget suggested writing a speech that would include updates on the Sisters who taught at CDH during that time.
- Reaching other similar school reunions and groups is something the Committee will need to develop a process for and follow-up with the Planning Committee about.
- The Gala Committee will brainstorm what we need to focus our efforts on next year.

Adjournment: The meeting was adjourned at 1:00pm.

Respectfully Submitted,
Alyssa Howells, CSJ Ministries Foundation