



Sisters of St. Joseph of Carondelet  
St. Paul Province

Ministries Foundation

**Marketing Committee Meeting  
June 12, 2019  
North Conference Room, Administration Building**

**Follow Up Items:**

- Ministries Foundation website will include the MF Board Members' affiliations (Ralph & Alyssa).
- 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; Kay Egan, CSJ; Alyssa Howells; Marni Kaldjian; Martha Nemesi, Mimi Pizzi; Ralph Scorpio; Bridget Sperl; Paul Tatro.

The Marketing Committee convened in the North Conference Room at the CSJ Administration Center on Wednesday, June 12, 2019. The meeting was called to order at 11:32am by Ralph Scorpio.

**Prayer:** Ralph led prayer.

**Minutes:** Bridget Sperl and Kay Egan, CSJ, arrived late to the meeting and there were not enough members present to have a quorum before they arrived. The minutes from May 8 were not approved and were deferred.

**Province Communication/Marketing Plan:** Jenna Bendel updated the committee that during the PIN meeting (last month) the idea of rebranding was brought up and met with support. It was decided that branding will move forward, regardless of the decisions made at Chapter this month, and that pausing forward momentum would be a mistake. Jenna said that Jill Underdahl, CSJ, had questions on what rebranding would mean for everyone but told her they were on board to help in any way needed. With rebranding work approved, Jenna sent out many RFPs to marketing agencies and has met with Steve Miller from wellandlaik communication.

- Steve Miller has been here before and previously did a presentation to the Province about rebranding and marketing.
- He is willing to help the Province but is aware about what he is getting himself into; is under no false pretenses that it will be an easy change and told her that "... given the challenges I saw last time, everyone must be 100% on board to make this work".
- Jenna and Steve will meet next week to talk moving forward and then the rest of the team will as well.

Jenna is also meeting with Mariah from Clear Channel Outdoor to discuss the possibility of designing a billboard and where it could be. She is also actively working on a press plan.

**Foundation Communication/Marketing Plan:** Paul Tatro stated that "in progress" should be added for #5 in the Marketing Tactics Plan. He started by researching Learning In Style (LIS) and with that success

he will continue to look into the others. Ralph suggested that the status for #10 be 'supporting brand launch' and all were in favor.

**Septemberfest:** With the next big fundraising/marketing event being Septemberfest on Sept. 5<sup>th</sup>, there was much discussion about what the event should be, what it could be and how it needs to evolve. Bridget started the conversation with her wish for the event to be more of a 'thank-you' to our donors along with making it into more of a neighborhood event vs. just donor focused. She brought up that there is the great opportunity to use the momentum the Foundation has with the success of the Gala and the Sisters of Peace play, and that this event could be significant. Bridget then asked everyone on the committee to say three things they would like to add to the event:

- Mimi Pizzi: billboard, dunk tank, raffle, lawn games
- Marni Kaldjian: new and improved poster/graphics
- Jenna: dunk tank, petting zoo, lawn games
- Paul Tatro: updated marketing appearance, bigger and better music, more activities
- Kay: fresh message with expansion, place for donations that is welcoming and obvious
- Martha Nemesi: new poster with bolder message, food trucks to donate some of profit, more focused and personal invitations
- Ralph: additional food truck, keep the theme fun – not to be "nickel and diming" guest, new poster and design
- Alyssa Howells: new poster, lawn games, more food trucks
- Bridget: make it into a celebration event of the Sisters and the community, financial target, attendance target

Ralph brought up that the most important thing to him moving forward is to decide what the purpose of the event should be and to make it as concise as possible. This will help focus the event moving forward and will remind everyone what the point of it is. It's important to remember that the goal of this event is not to be a 'Fundraiser' and Marni agreed that it would need to be a drastically different event if that was the goal. Since it is not a fundraiser, Ralph reminded us that we need to watch the amount of effort that goes into "passive fundraising". Buzz words that were discussed in relation to the purpose of the event were: *Celebration* (of the Sisters and this community), *Education* (to the public about what we're doing and to our constituents to assure them we're still here) and *Connections* (all types within the broader community, the neighborhood and the public).

Other ideas that were thrown around included: easy nametags for guests (markers to write on when they arrive), specific invitations for donors to be sent, more focus on the CSJs, more 'pop' and energy with the 5<sup>th</sup> year, getting Trevor May and the Flamenco dancers to return, having some sort of 'map' for where people are, a bingo type sheet for networking, 'write down your story' for a raffle ticket, visiting area for the Sisters and finding an 'emcee' or 'director' for the event. It was decided that there MUST be a Plan B devised for the event (too much effort is put on outdoor planning with no alternatives) and that a separate donor recognition event should be devised. Another big thing that the event needs to do is get a list of ALL attendees to add them to the Foundation's database.

Bridget made a motion that forming a Septemberfest Committee would be a good idea and everyone agreed. Mimi was tasked with forming a concise plan and summary for the event that will include a theme and what things need to be done to accomplish the most fun event that we can. Marni volunteered to start redesigning the poster/invitations and make the marketing more current/inviting. It was agreed that there needs to be another meeting in July specifically related to Septemberfest.

**Bold Moves:** Ideas were brainstormed for the next issue of the Bold Moves newsletter which should come out again at the end of the Summer. Ralph reiterated that the publication was now results and impacts based and is a way for donors to see their money in action. It was decided that an ad for Septemberfest should be included. Ideas for content included:

- Presenter's stories from the Sarah's Welcome Home Breakfast
- LIS completed second year of summer school
- Potential story from the clinics
- Updates from the garden: Pollinator Paths, Mushroom Beds, food shelf, etc...
- Justice Commission's work with Dream of Wild Health
- Incoming St. Joseph Workers
- Follow-up from Gala and the Dubliner event with the McDonald sisters

The next Marketing Committee meeting will be Wednesday, July 10 at 11:30am.

**Adjournment:** the meeting was adjourned at 1:05pm.

Respectfully submitted,  
Alyssa Howells, CSJ Ministries Foundation