

Key Strategy: Expand Our Reach				
TACTIC	ACTION	WHO	STATUS	EST. COMPLETION DATE
1. Align, integrate and optimize the various donor databases that are separately managed by the ministries	Only Sarah's has a distinct donor base. Other Province departments/offices have distinct email lists.	Ralph, Cheryl Behrent Jenna and Province staff	Need to meet again on this.	
2. Work with Province communications to develop a formal press release program.	Part of the Province's new communications plan. MF Marketing Committee can feed ideas.	Jenna Marketing Committee	Just starting.	
3. Ask the board to recommend key partnerships to pursue	Always is a topic for Development Committee. Need to make a focus for whole board.	Development Committee	Ongoing, but needs added focus and attention.	On agenda for June and August board meetings.
4. Meet with the Catholic hierarchy and ask for their help in publicizing our work	Set up meeting with Leadership Team and/or Carolyn Puccio to work out first steps.	Ralph	Have initiated conversation with Leadership Team. Next: Carolyn Puccio	August 1.
5. Identify organizations affiliated with our Foundation-funded ministries that can become more formal supporters	Replicate what we do for SMHC/Gala with other ministries and potential sponsors.	Paul Tatro		

6. Identify organizations that may be interested in having us speak to them and request the opportunity to do so	Active: Research speakers' bureaus. Get on lists. Passive: Continue to accept invitations to speak.	Brigid will research speakers' bureaus. Ralph coordinates speaking gigs for him, CSJs, ministry directors. Check with Joan Phillips.	Ralph and/or Sue Gehlsen have done four since March.	Ongoing.
7. Engage the board in identifying prospects	Board brainstorm prospects, took lead on invitations to tour ministries. Get list of affiliations.	MF board Ralph Paul	5 board members have stepped up. Others need a push.	Ongoing. Renewed push/kick off at August board meeting.
8. Plan and advertise a relevant day of service	Work with St.Kate's. Need to brainstorm other options.	Jenna	Engaged in St. Joseph Day day of service. Responded positively to other scheduled opportunities.	
9. Quarterly 4-page Bold Moves newsletter	Design newsletter format. Re-edit Bold Moves content to fit. Print and mail ASAP. Create quarterly schedule for FY 2019-20 and a workplan to keep to schedule.	Ralph Alyssa Howells Marketing Committee	Designer created new format. Mailed in late April. Allyssa will work on 2019-20 schedule in June.	2 nd issue to mail in August.
10. Support Province Communication Plan	Work with Jenna to fulfill MF responsibilities on Communication Plan.	Jenna/Province Communications Office MF staff MF Marketing Committee MF board		Ongoing
11. Strengthen internal communications	Get regular speaking spot at Sister, Consociate and Community Assemblies.	Ralph Staff		Fall assemblies.

	Post regular updates in <i>Together</i> .	Staff	Together updates have appeared regularly and consistently.	Ongoing; monthly.
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Key Strategy: Recognize Donors and Volunteers				
TACTIC	ACTION	WHO	STATUS	EST. COMPLETION DATE
1. Identify our highest lifetime donors and recognize them in special ways	Design a Lifetime Donor society or similar. Start by compiling list. Research other programs.	Deb, Paul, Ralph Development Committee	Starting to work on this. Will work from end-of-year data to create list. Development Committee agenda item for August.	Fall 2019
2. Create a “Leadership Circle” of the highest value donors and meet with them on an annual basis to gain their feedback and advice	Define criteria. Create list.	Paul, Ralph Development Committee	Ralph has created a list. Working on meeting with donors on list.	Ongoing.
3. Create a “New Donor Circle” and meet with them on an annual basis to get their feedback and advice	Same as above.	Paul, Ralph Development Committee		

<p>4. Reposition Septemberfest as a donor and volunteer recognition event (and have them bring friends)</p>	<p>Re-define Septemberfest. Write new plan.</p>	<p>Mimi, staff, Marketing Committee</p>	<p>Will commence in June.</p>	
<p>5. Identify donors in all event programs and large-scale publications</p>	<p>Include in 2019 Gala. Get caught up on Annual Reports.</p>	<p>Gala Committee Staff</p>	<p>2019 Gala donors listed in program. Will work on 2019 AR after FY ends</p>	<p>September 1</p>
<p>6. Publicize “Why I give” stories in e-news and social media</p>	<p>Start with Board members.</p>	<p>Marketing Committee Alyssa Howells</p>	<p>May 2019</p>	
<p>7. Have a “volunteer” discounted rate at the Gala or any other large scale event that costs money</p>	<p>Presented this to the Gala committee and received major push-back.</p>	<p>Staff, Gala committees</p>	<p>Designed 1st timer rate for young professionals, widened to include SJWs and Consociates</p>	<p>Completed for 2019. Need to evaluate for 2020.</p>
<p>8. Have a donor “Hall of Fame” sign in the administration building - move it to various events. Could do the same for volunteers</p>	<p>Could be done in relation to #1-3.</p>	<p>Staff Marketing Committee</p>	<p>Will emerge once we decide on #1-3</p>	
<p>9. Invite donors to ride with the Nuns on the Bus or to attend the History Theater’s play (similar events going forward)</p>				

10. Identify and respond to how donors wish to be communicated	Do donor communication survey.			
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Key Strategy: Amplify Our Giving Opportunities				
TACTIC	ACTION	WHO	STATUS	EST. COMPLETION DATE
1. Place “donate buttons” in the same place on all ministry websites	Work with Jenna to make these changes.	Ralph, Jenna	In the works.	By July 2019?
2. Create a “welcome pack” to be sent to all new donors telling the integrated story of the ministries and listing the ways they can support them (include bumper sticker ;-)	Meet in June/July to plan. Identify what it will be. Design package.	Staff Marketing Committee Development Committee	Will prepare for FY 2020. Will compile list of FY 2019 new donors in July.	September.

<p>3.Consolidate the financially sophisticated ways a donor could support the ministries (charitable gift annuities, closely held stock, annuitizations, bequests, pledges) and create a formal brochure to give to donors. Identify donors that may have an interest in knowing more.</p>	<p>Put on Development Committee agenda for publication in FY 2020. Prospect list could come from Lifetime Donor list.</p>	<p>Ralph Development Committee</p>		
<p>4. Create and implement a campaign to encourage employee and volunteer giving - less about the amount and more about the involvement</p>				
<p>5. Establish a gifting goal for the board and communicate</p>	<p>Did do this at start of FY 2019. Need to follow up now to encourage board to meet goal. Prepare goal for start of FY 2020.</p>	<p>Beth Bird Ralph Scorpio</p>	<p>Communicated status at April board meeting; work for reaching goal by June meeting. Will announce results at June board meeting.</p>	<p>June 30. Will communicate FY 2020 goal at August board meeting.</p>
<p>6. Pursue Facebook applications to gift the Foundation in honor of someone’s birthday, anniversary etc.</p>	<p>Design and develop plan for FY 2020.</p>	<p>Marketing Committee Development Committee Alyssa Howells</p>		<p>July 2019</p>