



Development Committee Meeting
Tuesday, March 3, 2020
North Conference Room, CSJ Administration Center

DRAFT

Present: Michele Foster, Alyssa Howells, Stacy Jacobson, Brian Mullen, Annie Sarver-Bodoh, Ralph Scorpio, Jane Stevenson.

Prayer: led by Ralph Scorpio.

The Development Committee convened on Tuesday March 3, 2020 in the North Conference Room of the CSJ Administration Center. Chair Jane Stevenson called the meeting to order at 4:02pm.

Welcome Michele Foster to the Development Committee. Michelle introduced herself to the group and all members did the same.

Minutes: Jane asked if there were any corrections to the February 4 minutes. There were no corrections and Brian Mullen made a motion to approve the minutes with Stacy Jacobson seconding his motion. All were in favor and the minutes were approved.

Information Updates

Annie Sarver-Bodoh gave updates as follows:

- **Individual Success Metrics** – For every metric the Ministries Foundation (MF) is about halfway to its goal. Michele asked if the MF has noticed any changes with the new tax laws and Annie said that so far it has mostly changed the frequency of when people give; instead of every year most people will move to donating every other year. Ralph said that it will be something the MF monitors.
- **YTD Revenue** – The Annual Fund (AF) is in a strong position and it is more than halfway to its goal. There was a large gift that came in at the beginning of the year but even without the gift the AF would be in a good financial position. If it ends in a surplus, half goes into the endowment fund and the other half goes to the Partners In Ministry grant fund. Grants are still the same with seven pending and six being submitted soon with grant writing priority still for St. Mary's Health Clinics. At the end of the year the MF will have applied for about 35 grants. No changes since last time with wills and bequests – we are within \$600k of our goal. Critical that we get more people to the Gala – goal is 60 tables/600 guests, we want to get more people involved and more participation in the fund-a-need.
- **Institutional Giving** – There are four categories that are tracked and will be tracked well into the future. There is about one million dollars of prospects available to us and Annie said that it's a very healthy-looking document and we are in the right place for our organization. Brian asked if Annie imagined the percentage of grants vs. donations changing. She said that 70% of revenue should come from donations and the rest from grants. The MF needs to start considering

national granters and to do that there needs to be a stronger story from the ministries to prove more of what they're doing on a huge scale. Foundations want a long-term view of what people are trying to do and what the impact is.

Discussion Topics

- Thankathon Analysis and Debrief: Annie was happy with the number of donors who answered their phones. Jane liked that callers asked for prayer requests and she also thought that donors appreciated it.
 - 9 people in total participated in both events – one person did both dates.
 - Recommendations for future events – what is the frequency for this activity? Stacy thought it'd be nice to call again after the Gala to thank the people we were excited to see and/or first-timers. Everyone really liked doing it and thought that it should keep being done multiple times during the year.
- Revisit \$2,500 donor cultivation strategy: Ralph/Annie are working to find connections to people on this list that they do not have strong relationships with. Instead of finding new donors we need to cultivate better relationships with existing ones. Ralph suggested that he could personally call and thank everyone on the list and invite them to the Gala. He will do this before the next meeting and report back to the committee.
- Gala Corporate Outreach: Currently there is not a sufficient sponsorship pool and Annie needs help finding organizations for next year. This is either a separate job, a new committee for the Gala or something else entirely – the MF needs a completely different strategy to be more successful. Jane mentioned that Gabrielle is interested in helping with the Gala and Annie will reach out to her. Included in a new sponsorship approach should be a more attractive marketing package for larger organizations. We will need a refreshed and refined approach for the Gala next year.
- Continued Committee Expansion: Jane told the committee to actively find more people to join the committee.
 - Prospects identified since last meeting – Gabrielle spoke with Christine Hartman; she is very interested in joining us.

Carondelet Gala

Stacy gave a quick update about the Gala. There are plenty of live and silent auction items and the committees feel good about where it is at. Annie is asking Sisters to reach out to former students and personally invite them to sit with them at the Gala. Ralph will interface with the Sisters and Suzanne Herder, CSJ, is very much in favor; "Sit with a Sister" campaign.

Mimi Pizzi (Events Coordinator) is working on the Gala video and the program with Jearlyn Steele. Ralph will speak to the honorary chairs and offer to send invites, etc.

Review Action Items

- Add a debrief to the Gala Steering Committee about sponsorship work and needs in the future.
- Jane will reach out to Gabrielle to connect with Christine and Jane will talk to Jim Bradshaw about becoming a committee member.
- Ralph will do thank-you calls to the top donors list.

Adjournment: the meeting adjourned at 5:13pm.

The next meeting is April 7, 2020.

Respectfully Submitted,
Alyssa Howells, CSJ Ministries Foundation