

## NOTES FOR EMAIL TO STEERING COMMITTEE

Hello all,

Since the 2020 Carondelet Gala has been canceled for May 8, the Ministries Foundation would like to share how we pivoted the Gala to capture some of the lost revenue and provide opportunity to support the ministries of the Sisters.

### New Date, Venue, Emcee, Auctioneer

- Friday, May 7, 2021
- InterContinental MSP Airport Hotel
- Jearlyn Steele (Emcee / Entertainer)
- Stacey McCurnin (Fladeboe)
- Honorary Chairs: Maureen Bausch Marzolf and Bill Marzolf and Sara and Tom Gavin confirmed.

### Online Silent Auction and Fund The Need

- Held on our mobile bidding site, GiveSmart: <https://e.givesmart.com/events/gvi/>
- Friday, May 1, 9:00 am – Friday, May 8, 9:00 pm
- Will work as it would in person- guests register to participate, bid on items, receive text updates on bidding activities, and receive notification if they win.
- Approximately 30 silent auction packages ranging from \$50 - \$3,000. If all sold for fair market value, it would net \$14K.
- Instructions on to register and bid will be both digitally communicated, boosted in social media, and promoted through an oversize postcard that will hit about 5,500 homes the third week of April
- Daily messages the week of the online auction are also planned around items receiving top bids, encouraging participation, and related.

### Gala Revenue

- With very few exceptions, we have retained all Gala sponsorships and individual donations
- Sponsors will continue to receive all pre-event promotional benefits as described in their respective sponsorship level (day of event promotions not available)
- Guests who purchased tickets to the Gala before it was cancelled were offered the opportunity to convert ticket purchase to tax-deductible contribution or refund; only 2 requested refunds.
- An appeal was mailed to 700 homes the week of April 6 who either attended the Gala or made a Gala contribution in the past 5 years
- Goal is to net \$100K-\$150K from all sources

### Gala Expenses

- Incurred about \$40K in expenses prior to cancelation
- We have requested that the Intercontinental Hotel return before June 30 \$17,500 of the \$25,000 we paid (all but the initial deposit) with the intention that we will pay the hotel after July 1. If this doesn't happen, we should still be able to enter the hotel expense as a 2021 expense and not reduce the 2020 net.
- Expenses for Jearlyn, Stacey, and Give Smart will transfer to the next fiscal year with minimal change fees.
- We do not anticipate paying ourselves for staff expenses for the event but instead will provide all proceeds to the ministries.

### Communication

- Three digital communications were sent to our e-blast list (3,000) around the rationale for canceling the event:
  - the first acknowledging the event takes energy and passion to carry out, options are being considered
  - the second that it was likely the event will be canceled and a date is being determined
  - the third with the new date.

This three-prong format is industry standard and was recommended through several sources focused on communication strategies around the pandemic. These e-blasts also were framed around how the Sisters and the Ministries Foundation are responding to the crisis.

- All communication is being cross promoted on social platforms (1,000)
- The Gala marketing calendar has been revised and enhanced with new tactics. It also outlines strategies for print and digital communications through May.
- The Ministries Foundation Marketing Committee recommended that we produce videos of the ministry directors highlighting how the pandemic has changed the work they do now, as a testimonial that could motivate giving, that could be loaded up to the auction page or included in future e-blasts. Martha Nemesi and Cheryl Behrent offered to take the first pass; they will follow up with Alyssa and Annie for logistics and rollout.
- The Marketing Committee also recommended increasing the frequency of e-blasts from monthly to more frequently, and that each blast contain positive, uplifting spiritual messages that no one else is providing in the marketplace right now.