



**Ministries Foundation Marketing Committee
Wednesday March 11, 2020 11:30am - 1:00pm
North Conference Room, CSJ Administration Center**

DRAFT

Follow Up Items:

- Compile Annual Report (Ralph & Alyssa)

Present: Jenna Bendel; Beth Bird; Kay Egan, CSJ; Alyssa Howells; Marni Kaldjian; Annie Sarver-Bodoh; Ralph Scorpio; Bridget Sperl; Martha West.

Prayer: led by Bridget Sperl.

The Marketing Committee convened on Wednesday March 11, 2020 in the North Conference Room of the CSJ Administration Center. Chair Bridget Sperl called the meeting to order at 11:33am.

Minutes: Bridget asked for comments and correction to the minutes from last meeting. Jenna Bendel moved to approve the minutes and Martha West seconded. All were in favor and the minutes were approved.

Province Marketing Update

Jenna gave the following updates from the Province:

- **Electronic Sign:** The Province is still planning on moving forward with installing a sign in front of the Administration Center, but the cost is most likely going to be much more than originally assumed. Since there is more traffic on the corner of Fairview Avenue the plan is to place the sign there but running electric to the corner is expensive. The final decision about where to place the sign will be made by the Province since they are paying for it.
- **Find a Sister:** A link was added to the Province webpage and Jenna announced it in the Province Enews.
- **Jesse Foley and Holy Angels:** Kay Egan, CSJ, and Susan Oeffling, CSJ, submitted an interview article to Holy Angels that will be published in their online newsletter. Hopefully moving into the future this will be a relationship that keeps growing.
- **Congregation Level:** There is a Lent social media campaign happening with 40 days of art from all the different provinces. The St. Paul Province has been highlighted on the Congregation site and Jenna has been re-sharing it on Facebook. She is almost done with the Congregation magazine and it will focus on "what it means to be prophetic".
- **St. Joseph Day:** Events led by the Province will begin next week and all are invited.

Marni Kaldjian asked about what the contingency plan will be for the Carondelet Gala with the rising concern about COVID-19. The Ministries Foundation (MF) is researching what decisions other

organizations are making and will start to assemble a Plan B for the Gala. Marni said that PPL has started talking about contingency plans and is most likely going to move their main fundraising event date.

Annual Report

Annie Sarver-Bodoh researched similar organizations to the MF and did an environmental scan of what they do about Annual Reports. She asked if they printed it, what levels they use, how they distribute it, etc. She compiled the answers to all the questions she researched and handed them out to the committee. Most organizations release it digitally and vary in the number of levels included. Ralph Scorpio talked about how the MF stopped printing its annual report after 2014 and it listed names by categories, Consociates, Province donors, wills & bequest, Sister gifts, volunteers, financial write-up after the audit, and a letter from the Board chair. The MF's annual report is now all online and announced in enews and sometimes via postcard to donors. Ralph thinks an annual report should be compiled this year and impact information can be pulled directly from the Annual Fund data. Kay asked if we could include a blurb about number of new donors, amount of money raised, number of grants, etc.; all were in favor.

Find a Sister Project Plan

Bridget presented the checklist she made for marketing communications and contacts. It is a complete list of internal and external communication sources that will help direct future communications and how we update news sources. For 'Find a Sister' we can go through this list and put together a project plan for who/how we tell people. Kay brought up that we should tell the Sisters that we're marketing this more because it would be nice for them to know that other people are asking about them. It was suggested that there should be a column added that addresses which groups will be affected and if it all works on technology. Bridget would like us to use this document for any program we are rolling out and use it to put together project plans.

February Follow-Up Items/New Connections

- Website and Enews Analytics: Alyssa Howells passed out the monthly numbers for followers, bounces and opens for the MF emails and social media accounts. There are about the same number of people following the MF on social media and the open rate is like other nonprofit averages.
- Get Out the Vote Task Force: Bridget and Ralph talked about optimizing the ministries' involvement in voting. The voting task force will hopefully meet soon and plan how to get more people involved.
- Alyssa told the committee that the McDonald Sisters are the Distinguished Irish Women in the St. Paul parade and the committee thinks it will be a good human-interest piece to publish. She will attend the parade and take photos.
- Annie brought up that the MF needs to have a plan to get more followers on social media. It will be added to the next meeting's agenda.
- Martha West told the committee that she has accepted a new position and will be leaving Sarah's... an Oasis for Women. Congratulations and good luck Martha!

Adjournment: the meeting adjourned at 12:47pm.

Respectfully Submitted,
Alyssa Howells, CSJ Ministries Foundation