



Ministries Foundation Marketing Committee
Wednesday April 8, 2020 11:30am - 1:00pm
Zoom Meeting

DRAFT

Present: Cheryl Behrent; Jenna Bendel; Beth Bird; Kay Egan, CSJ; Alyssa Howells; Martha Nemesi; Annie Sarver-Bodoh; Ralph Scorpio; Bridget Sperl.

Prayer: led by Ralph Scorpio.

The Marketing Committee convened on Wednesday April 8, 2020 as a Zoom meeting call. Chair Bridget Sperl called the meeting to order at 11:33am.

Every member shared about how they were doing and gave updates. Cheryl Behrent, Director of Sarah's... an Oasis for Women (Sarah's), has joined the committee and said that isolation is affecting Sarah's residents in a myriad of ways. Unless residents are working at essential jobs, everyone is staying in their rooms and checking in with her. Residents are not being asked to support Sarah's financially currently and some are dealing with symptoms of PTSD from being 'detained' in their rooms which is like how they were being detained in their home countries. Martha Nemesi said that teachers at Learning In Style School (LIS) are being encouraged to check-in with students every day and to keep track of their hours; the school can bill for teacher to student hours. She also said that the garage is going to be converted into a food shelf to help everyone in the neighborhood and Lake School will be partnering with LIS. She is also working on securing emergency funds to make care packages for students and their families.

Minutes: Bridget asked if there were any questions or corrections to the minutes from March 11. There were no comments and Kay Egan, CSJ, moved to approve the minutes with Beth Bird seconding her motion. All were in favor and the minutes were approved.

Province Marketing Update

Jenna Bendel said that she has been able to stay in touch well with all ministries and things have settled into a pattern. The Province asked departments to review their approved budgets and cut projects that are not essential to operations; branding and the electric sign will be affected. The congregation magazine is still happening, and it will focus on the CSJ mission and the new Congregation Statements. It will also focus on how the Province is dealing with racism and education. St. Joseph's Workshop was started around St. Joseph's Day and is functioning as an online community on the Province website. Everyone is welcome to visit it and use the numerous resources it provides. Jenna would appreciate any submissions from the group that people come across that she could post to the workshop.

Coronavirus Communications

Internally: The Ministries Foundation (MF) has applied for several emergency funding grants established to help nonprofits in Minnesota and the ministries have changed operations to better help community members. The ministries have kept in contact with Ralph Scorpio and are updating regularly about operations. The ministry report will go to Board members, so everyone is on the same page before the meeting April 16.

Externally: Three emails went out to the MF newsletter list including: updates on staff working from home and Province buildings closing, cancellation of the Gala, and announcement of the online auction and fund-a-need. A Gala appeal card will be sent to a list of Gala attendees from the past few years (includes ministry updates and ways to keep in contact) and a postcard will be sent out to a larger list encouraging involvement in the auction. Minnesota Women's Press is letting the MF post two ads on their website from the ad in the March magazine and they will also comp a half-page ad for Septemberfest 2020. Ralph, Annie, and Mimi Pizzi personally contacted people who had already paid for a ticket to the Gala and most decided to donate their purchases.

Gala Communications

Alyssa Howells told the group that she has been in contact with Aging But Dangerous and Sue Gehlsen will do a virtual interview that will be posted next week. Sue will talk about the auction and what the clinics are doing in response to Coronavirus. Annie Sarver-Bodoh said that the goal for the Gala auction is about \$100k net and that expectations have changed with what we expect to make in the fund-a-need. The 2021 Carondelet Gala will be hosted at the Intercontinental hotel and the payment made to them in 2020 will carry over into next year's budget. Bridget came up with the good idea that ministry directors could film brief video updates to send out to our supporters that encourages people to get involved in the auction and fund-a-need. So far there have been two emails sent to donors about the Gala: the first told people that the Gala was canceled and the second detailed the auction and fund-a-need.

Other

- The food shelf being started at LIS will be open to the entire Whittier community and is a great opportunity for LIS to pivot to more of a community center. Students from Blake School have offered to do online tutoring and phone calls to help with English language learning.
- Bridget had the idea to start a weekly email to supporters with uplifting messages, prayers, reflections, etc.

March Follow-Up Items

- Website and Enews Analytics: Alyssa said that open rates have increased in the past few weeks and she also encouraged everyone to like and follow the MF on Facebook.

Adjournment: the meeting was adjourned at 12:34pm.

Respectfully Submitted,
Alyssa Howells, CSJ Ministries Foundation