



Ministries Foundation Development Committee
Tuesday May 12, 2020 3 - 4:30pm
Zoom Virtual Meeting

DRAFT

In attendance: Michele Foster, Christine Hartmann, Alyssa Howells, Stacy Jacobson, Brian Mullen, Gabrielle Rohde, Annie Sarver-Bodoh, Ralph Scorpio, Jane Stevenson.

Prayer: led by Ralph Scorpio.

The Ministries Foundation Development Committee convened on Tuesday, May 12, 2020 as a Zoom virtual meeting. Chair Jane Stevenson called the meeting to order at 3:03pm. The newest committee member, Christine Hartmann, was introduced by Jane and the other committee members introduced themselves to her.

Minutes: Jane asked if there were any corrections to the minutes from April 14, 2020. There were no changes or additions and Michele Foster moved to approve the minutes with Stacy Jacobson seconding her motion. All were in favor and the minutes were approved.

Information Updates

- **YTD Revenue:** Annie Sarver-Bodoh reported that the Annual Fund is at \$628k compared to a goal of \$585k. Currently the Ministries Foundation (MF) is at \$1.4m raised compared to its annual goal of \$1.7m. The Carondelet Online Auction & Fund-a-Need raised close to \$37k and half of the auction items were sold for over full market value. Overall, it was a success for a last-minute virtual event, but for MF donors it is obvious an in-person event is better. Gabrielle Rohde asked if any of the expenses from this year will be able to be applied to next year's event. Annie said that the emcee, auctioneer, and event space will rollover into 2021 expenses. Annie said again that we are in a very strong financial position and that we are very close to reaching our budget goal. There will be an appeal going out at the end of the month to donors who have not yet given this year.
- **Institutional Giving:** As of May 12, 2020, Institutional Giving is above budget at \$335k. A couple of grants came in as funded recently and the MF has pending grants still that we will hopefully hear back about before the end of the fiscal year. Annie said that the MF capitalized on as many COVID funds that it could, but we have not received any yet. St. Mary's Health Clinics has set up an emergency fund which they have applied for funding for but are still waiting to hear back about. Annie said that we are still waiting to hear back from the Otto Bremer Trust and the St. Croix Valley Foundation.
- **Individual Success Metrics:** The number of new and recaptured donors is under its goal because there was no Gala. We will most likely make our goal for recaptured donors, we are at 59% of goal for renewed donors, and 65% of goal for repeat donors. There were no updates under failed solicitations.

Discussion Topics

- Increasing Donor Knowledge: A capital campaign is being considered, but before it is started there must be a large scope of work done to help with its success. There would need to be a lot of research done about our donors and what information we still need to know. Annie and Ralph both have donor lists they contact frequently. The next step is deciding how we move forward to make a capital campaign more feasible. To do that, Annie said we need more qualitative insight into our donor base and that we should review donor categories. We need to refine our metrics and then rate and review our donors. This will help us figure out what information is needed and meaningful. Increasing donor knowledge would be a project that would help us be in a stronger position for a successful capital campaign. Ralph said that if we decide to move forward with a campaign that the MF will be hiring a consultant to ensure we can accomplish it successfully. It is our job to know our donors and make sure we are as prepared as possible. Jane asked if there would be a feasibility study before a campaign and Ralph said that there would be.

- *Next steps*: Education and discussion about how to further research donors and how we should continue to do it. Ideally this would take place over a few meetings and would mostly be discussion topics.

Overall, we have a very strong donor base but there is more we should know and would want to know before we ask for large donations for a campaign. Michele said that we need to know the MF's story and that will help us get donations. Getting donations and people involved is about connection and an introduction to the Foundation. Some of the action steps decided were:

- Utilizing Raiser's Edge effectively
 - Researching Donor Enhancements
 - Refinement around metrics and what we monitor
 - Creating a Development Plan for FY 21
- FY 21 Budget Update
The Administration Center is set to open on May 18 with the MF staff team returning in the beginning of June. There will be no outside individuals let into the buildings for meetings over the summer.

Online Auction & Fund-a-Need Recap

Raised over \$36k from May 1 - 8 with about \$11k made in the auction. The platform used for the event was easy to use and the MF is contracted to work with them again next year.

Review of any Action Items

- Start thinking about researching donors and doing the work to research them.
- Next meeting: Success Metrics Chart discussion.

Adjournment: the meeting adjourned at 4:31pm.

Next meeting: Tuesday, June 16 at 3pm.

Respectfully Submitted,

Alyssa Howells, CSJ Ministries Foundation