



**Ministries Foundation Development Committee**  
**Tuesday, June 16, 2020**  
**Zoom Virtual Meeting**

**DRAFT**

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

The Ministries Foundation Development Committee meeting convened on Tuesday, June 16, 2020 as a Zoom virtual meeting. Chair Jane Stevenson called the meeting to order at 3:00pm.

**Prayer:** led by Annie Sarver-Bodoh.

**Minutes:** Jane asked if there were any corrections or feedback to the minutes from May 12, 2020. There were no corrections and Gabrielle Rohde made a motion to approve the minutes with Chris Hartmann seconding her motion. All were in favor and the minutes were approved.

**Information Updates**

- **YTD Revenue:** Annie reported that the Ministries Foundation (MF) is in a good financial position with total operating revenue at \$713k against a goal of \$715k. Grants revenue is about \$152k over budget with most grants being approved for St. Mary's Health Clinics (SMHC). Total donations for ministry revenue are about half of goal; Annie added that since there was no in-person Gala this year there was no opportunity to get new donors and increased donations. There is a May appeal out right now and a spring Bold Moves newsletter being sent by the end of the week. The question was asked what the difference is between the Annual Fund line and the donations line in the Ministry Revenues section. Ralph Scorpio answered that the donations line is restricted to specific ministries and the Annual Fund is unrestricted for the MF. There were no further questions.
- **Institutional Giving (Grants Tracker document):** Grants are organized by received/committed, pending, declined, and in process. The document is updated regularly and currently the MF has received \$462k in committed grants. There are several pending grants the MF is waiting to hear about, and Annie is optimistic we will receive some of them. Most of the grants work recently has been applying for COVID-19 specific grants for SMHC. Sarah's... an Oasis for Women and Learning In Style are also waiting to hear back from the Otto Bremer Foundation about a split \$75k grant for operating costs. We have been declined many grants this fiscal year but Annie reminded the group that "if you don't ask you don't get" and Paul Tatro (MF grants staff) will continue to apply for grants and research others the ministries qualify for. Annie said that COVID-19 funding has greatly decreased but she is confident there will be funds available moving into the future. Michele Foster requested that newly received grants from the previous meetings be highlighted so the committee knows what is new; Annie agreed it was a good idea and will implement it moving forward. There were no other questions.

- Individual Success Metrics: There are four categories of donors tracked: New and Recaptured Individual Donors, New Individual Donor Renewals, Repeat Individual Donors, and Upgraded Donors. With no in-person Gala this year the MF is below its new donors' goal, but donor renewals are 50% above goal. With the continuation of distancing, the MF will brainstorm this summer about increasing its reach virtually and how to attract donors in new ways.

## Discussion Topics

- Donor Metrics
  - *How we measure, how it is defined*: After the last meeting, Annie reminded the committee that there had been discussion about increasing the understanding of the MF donor base. She put together a definition document and went through the sheet with the group, highlighting relevant definitions. The MF uses Raiser's Edge for database organization and the program can track any sort of information wanted about our donors. One of the things we need to improve with our metrics is the detailed definitions we give to individual donors, i.e. what does a 'prospect' donor mean? Does 'prospect' mean the MF has spoken with this individual or does it mean the donor has promised to donate? Jane suggested using 'suspect' as a person the MF has just met and 'prospect' to mean a person the MF has a relationship with. Ralph was in favor of using 'suspect' and Annie thought it made sense too.
  - Annie also thought we should start tracking online giving through Raiser's Edge and Ralph and Gabrielle thought this was a good idea.
  - One of the other things to consider with our donor list is that it was started in 1983 and it is hard to know how many people are deceased. The MF does obituary searches and removes people when mail is returned, but there is a good chance many of the people on the list are no longer active donors. Jane suggested using Google tracker for some of our donors to flag when people have updates and Ralph suggested we think about paying for a targeted list program. The MF has paid for a program in the past and it may benefit us to use one again. There was also a discussion about doing a targeted study for people who have donated since 2015. The committee will think more about how to increase the validity of our donor list.
- Database Enhancement Education
  - *Providers, costs and services offered*: Annie compiled information comparing iWave, DonorSearch, Wealth Engine, and Blackbaud Target Analytics. Our contract with iWave expires at the end of July and the committee debated the merits of switching to a different platform to help us track our donors more successfully. Every program has different features but overall, each helps collate donors by wealth index, location, donations to other organizations, etc. The table Annie sent to the committee compares each programs' pros and cons, and the committee will think more about what we want to accomplish with our donor list and which program would help us accomplish those goals. Ralph also brought up that it doesn't always matter if we can find more people to become donors, the more relevant question is how we ensure they resonate with our mission and want to support us.
- Development Plan Process for FY 21: Ralph introduced the committee action plan and said that all committees fill it out to determine goals and focus for the year. He reviewed the current plan and pointed out that most were not possible to achieve this year with the stay-at-home order.

There are a lot of ongoing initiatives and he suggested focusing on a few key things in the next fiscal year. The committee agreed that we need to better engage Board members in asking for donations and increase our reach. The next step with the document is to decide what the committee should focus on in the next year and edit the plan accordingly. Jane requested all members return their suggestions to her in the next two weeks so the committee can vote on the final initiatives at the next meeting.

**Action Items**

- Look into targeted list organization for donor base.
- Fill in committee action plan and return to Jane within two weeks.
  - Alyssa to send out blank grids to committee members.
- Next meeting: July 14, 3 - 4:30pm.

**Adjournment:** meeting adjourned at 4:32pm.

Respectfully Submitted,  
Alyssa Howells, CSJ Ministries Foundation