



Ministries Foundation Marketing Committee
Wednesday, June 10, 2020 11:30am - 1:00pm
Zoom Virtual Meeting

DRAFT

In Attendance: Cheryl Behrent; Jenna Bendel; Beth Bird; Mary Connelly, CSJ; Kay Egan, CSJ; Alyssa Howells; Martha Nemesi; Gabrielle Rohde; Annie Sarver-Bodoh; Ralph Scorpio; Bridget Sperl.

Special Guest: Mimi Pizzi.

Prayer: led by Bridget Sperl.

The Ministries Foundation Marketing Committee convened on Wednesday, June 10, 2020 as a Zoom virtual meeting. Chair Bridget Sperl called the meeting to order at 11:32am.

Minutes: Bridget asked if there were any corrections or feedback to the minutes from May 13, 2020. There were no corrections and Kay Egan, CSJ, made a motion to approve the minutes with Martha Nemesi seconding her motion. All were in favor and the minutes were approved.

Bridget introduced Gabrielle Rohde as the new chair of the Marketing Committee. Gabrielle introduced herself to the committee and said she was excited to be joining. All other committee members introduced themselves and talked about their role with the Ministries Foundation (MF).

Septemberfest Redesign Update

Mimi Pizzi gave a brief history of Septemberfest and outlined the ideas she has collected for reimagining the event since it will not be in-person this year. The ideas she has come up with include: engaging people in a virtual/interactive event; one hour live and/or pre-taped; platforms to use could be a combination of Zoom + Facebook Live + Ministries Foundation website + YouTube + Givesmart (platform from online auction); host that's familiar with the CSJ community; musical segments; pre-taped Sister stories; break-out rooms for people to interact with the Sisters; moment of dedication/vigil/prayer; ministry director segments to talk about what they do; mini "film festival" of ministry sites; a call-to-action of some sort to donate or commit to social justice; get out the vote efforts; food offering available outside of Carondelet Village for residents to be included. Additionally, she also plans on forming an advisory council for others in the Community to help plan the event.

The biggest feedback given is that this will be challenging to plan and will have a lot of variables, so we need to plan accordingly. Gabrielle advised being careful about how we market the event and that we need to respect the current social climate. Jenna Bendel added that we need to be strategic with our time and decide what we want to focus on. A lot of the things suggested would need to be registered in advance and she reminded the group that break-out rooms are very difficult to organize with a large group. She told the committee that people in our community are not super comfortable with Zoom and technology; most will only call-in even when Zoom is available. She strongly suggested doing as much recording ahead of time and planning the event as much as possible. She also told the group that we

would need a group of people specifically dedicated to technology and a team of individuals helping behind the scenes. Martha agreed that it needs to be highly scripted and as organized as possible. Gabrielle thought that setting up future appointments to talk with Sisters was a good idea. Kay added that this event is a great opportunity to reach a larger audience because more people can be involved outside of the Twin Cities. Mimi will take these ideas to the advisory committee when it is formed.

Province Marketing Update

Jenna said that the Province has been very busy with updating internal and external communication strategies. She has been working with the ministries to figure out how they reach their target audiences remotely and there is a lot of work being done with how buildings re-open safely. She said that she is thinking about which projects can still happen in the next fiscal year and what needs to be re-thought to work within the digital sphere. She is working to re-align each ministry's marketing tactics and goals. She is also looking ahead to the next update of the directory and birthday booklet. Bridget asked if the MF Board of Directors and committees could be included in the Directory. Jenna thinks that it could be added and will investigate the names of committee and board members to add. Kay also brought up that Together should be easier to access for others outside of the Community including the Board and committee members. Ralph will ask the Province Leadership Team about this and will work with Bridget and Jenna to make it happen if possible.

2020 Voting

There are still things we can do to get out the vote even though voting will be very different in November. This includes posting information about absentee ballots onto the MF's website and social media platforms. This would reach more people than just our followers in Minnesota and Bridget asked Ralph to come back with a recommendation about where to place information about voting on our platforms. The committee also thought it would be a good idea to check-in with Marty Roers (Director of Justice Commission) about what help he needs with work the Justice Commission is currently doing; Ralph will check with him and report back. Martha updated the committee that she received a call from the election office, and they are excited about the prospect of Learning In Style becoming an early-voting site. The official said equipment may not be in the budget for this year and Gabrielle encouraged Martha to ask them exactly how much is needed so we have all the facts.

May Follow-Up Items/Updates/New Connections

- a. Uplifting Weekly Email Campaign: Ralph said that he receives consistent positive feedback about the new weekly emails and Alyssa Howells said that the open rate is above average.
- b. Social Media Analytics: Alyssa said that overall, the MF's social media reach has increased, and she shared a few statistics from Facebook.
- c. Thank You Letter Campaign: There have been some thank you letters for essential workers at St. Joseph's Hospital and Bethesda returned to the Administration Center and about 20 at Carondelet Village. Mary plans to ask more residents living in independent living to contribute.

Follow-Up Items:

- Ralph to check with Marty Roers about supporting Justice Commission actions.
- Bridget + Jenna + Ralph to figure out access to Together for Board and committee members.
- Alyssa to incorporate action steps into the inspiring email.

Adjournment: the meeting adjourned at 1:00pm.

Respectfully Submitted,
Alyssa Howells, CSJ Ministries Foundation