



Ministries Foundation Marketing Committee
May 13, 2020 11:30am - 1:00pm
Zoom Virtual Meeting

DRAFT

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

Special Guest: Mimi Pizzi.

The Ministries Foundation Marketing Committee convened Wednesday, May 13, 2020 as a Zoom virtual meeting. Chair Bridget Sperl called the meeting to order at 11:33am.

Prayer: led by Ralph Scorpio.

Minutes: Bridget asked if there were any corrections to be made to the minutes from April 8, 2020. There were no corrections and Martha Nemesi made a movement to approve them with Kay Egan, CSJ, seconding the motion. All were in favor and the minutes were approved.

Septemberfest

Ralph brought up the feasibility of having Septemberfest in the fall. It has always been a neighborhood gathering to visit with the Sisters and it is unlikely that Carondelet Village (CV) will loosen its restrictions by September. He asked committee members to think about an alternative event if we decide to cancel it and to seriously consider if we should cancel it now. Mimi Pizzi thought that an alternative idea could be some sort of walk, or that we could move it to later in the year. Kay said that if we cancel it then we need to heighten our public relations outreach and rethink how we communicate with people to expand our reach. Bridget's idea was to do some sort of signage about canceling, and then pivot it into a dedication event for essential workers. Cheryl Behrent thought that since Septemberfest was also a way for the ministries to be represented, that maybe the ministries could do presentations during whatever event is decided upon. The committee thought it was a great idea to have an event where we honored and thanked essential workers. Ralph thought it was a good idea to use the same billboard we used for Septemberfest to announce that we are still here and working toward our mission; this could include an announcement of whatever event we decide to do. The benefit of using the billboard is that it reaches a group of people we do not have access to otherwise. The committee agreed that doing a virtual remembrance activity would be best held around the same time that Septemberfest usually happens. Bridget asked Ralph if the Ministries Foundation staff could brainstorm about the event and people will start thinking about good alternatives. Septemberfest is officially canceled and the MF staff will think of new ways to represent ourselves in the fall.

Kay asked the committee if we could send our support to St. Joseph's Hospital, along with Bethesda, in some sort of gesture to show we appreciate them. Ralph thought this was a great idea and he will reach

out to their director and ask how we could accomplish it. Mary thought that CV could also get involved by writing thank you notes to hospital staff and that Consociate Services should get involved too. Everyone was in favor; Mary will coordinate at CV and Ralph and Alyssa Howells will reach out to the Consociates and collect letters by the end of the month. Bridget suggested that we try to include inspiring stories at the end of the new Friday email and Alyssa will research this.

Province Marketing Update

Jenna Bendel could not attend the meeting so there was no Province Marketing update.

Carondelet Online Auction & Fund-a-Need Recap

Annie Sarver-Bodoh presented the revenue numbers for the auction and fund-a-need. The MF processed about \$37,000 (\$18k from the fund-a-need, \$11k from the silent auction, and the remaining was from ticket and table sales), with all of the auction items being bid on and over half of them selling for above fair market value. Including what was collected outside of the auction site, the event will end up bringing in about \$160k. Overall the GiveSmart site (online platform where the auction and fund-a-need were hosted) was easy to use and we will use it again next year. Bridget congratulated the staff on a job well done and that it was well executed considering the MF had never done anything like it. Ralph agreed with her and said that the real learning from this year was that the MF still needs an in-person event because the energy is better and for the MF's donor base it is important to be together. Moving forward, the MF and this committee, needs to think about what we learned from the online auction and start considering other options moving into 2021. We need to think about the feasibility of social media and how we get more people involved. For 2021 to be a success we need to think about how we can expand our media reach more successfully.

March Follow-Up Items Updates/New Connections

- Uplifting Weekly Email Campaign: Alyssa has been sending this every Friday and the response has been good so far. There has been good feedback from followers and open rates are above average.
- Get Out the Vote: No update - waiting to see what will happen with voting.
- LIS Food Shelf: With help from the Blake School, Learning In Style has successfully started its food shelf and emergency fund. Cheryl asked if she could start referring food donation calls into Sarah's to LIS and Martha said that would be terrific. The committee also thought we could ask the Community to send in donations.

Actions

- MF staff to brainstorm alternative Septemberfest event and billboard.
- Ralph to ask John Swanholm about supporting St. Joseph's and Bethesda staff.
- Alyssa to compile uplifting stories to add to Friday email.
- Mary to organize Sisters at CV to write appreciation letters.
- Annie to talk to Gala Steering Committee about planning for the future and action steps.
- Alyssa and Ralph to send out request to Consociates for food donations to LIS food shelf.

Adjournment: the meeting adjourned at 12:32pm.

Respectfully Submitted,
Alyssa Howells, CSJ Ministries Foundation