

I. Strategic Initiative: **Expand Our Reach**

Action	Responsible Party	Timeframe	Success Criteria	Status
Grow the Marketing Committee by adding 4 to 6 new members with marketing expertise in web design, social media marketing and direct mail.	Recruit younger members to the Marketing committee with expertise in website development, and promotion through social media	Now through Feb	1 + new member starting with November meeting	
Maximize Aging But Dangerous sponsorship.	Alyssa, Ralph	Ongoing	Increase in social media connections and donors we can tie to ABD.	Ongoing. Will continue this year.
Publicize “Why I give” stories in e-news and social media.	Marketing Committee Alyssa Howells		Will appear in Fall Bold Moves issue. Tried for earlier issue but had trouble finding willing participant.	Fall 2020 and on
Identify organizations that may be interested in having us speak to them and request the opportunity to do so.	Ralph coordinates speaking gigs for him, CSJs, ministry directors. Check with Joan Phillips. Active: Research speakers’ bureaus. Get on lists. Aging But Dangerous Chapter meeting. Passive: Continue to accept invitations to speak.		Ralph and/or Sue Gehlsen did 4 in 2019/20. On hold due to Covid.	

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Identify and respond to how donors wish to be communicated.	Do donor communication survey.			
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II. Strategic Initiative: **Refine our Social Media and Web Presence**

Action	Responsible Party	Timeframe	Success Criteria	Status
Analyze, revamp and relaunch the website using a template that the other ministries can emulate for consistency of navigation and messaging throughout .	Gabrielle and Kris will lead this effort. All marketing committee members will contribute feedback. New members will actively assist.	November - April	Relaunched by Gala, metric improvement	
Pursue Facebook applications to gift the Foundation in honor of someone's birthday, anniversary etc.	Design and develop plan for FY 2020.	Marketing Committee Development Committee Alyssa Howells	Completed but needs discussion - is it worth it? Would GiveMN platform be more helpful?	
Create a foundation presence on snap chat and Tick Tock to reach younger demographics	Maya will lead new social media marketing sub-committee	ongoing	marketing Gala on these two vehicles.	
Increase participation in Give to the Max Day.	Alyssa; ministry directors		Will be involved with in 2021.	

III. Strategic Initiative: **Develop Stronger Internal Relationships**

Action	Responsible Party	Timeframe	Success Criteria	Status
Communicate with the four Ministry directors to encourage transition to	Cheryl is on board with Sarah's and can help facilitate	ongoing	Relaunch four key Ministries websites all with have integrated well-understood	

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foundation platform for more unified messaging and ease of navigation across ministries	SJW. Jenna should be part of this discussion		websites that are easily navigated	
Create a “welcome pack” to be sent to all new donors telling the integrated story of the ministries and listing the ways they can support them (include bumper sticker)	Staff Marketing Committee Development Committee		Will prepare for FY 2021. Designed and printed bumper stickers. Mailed in all thank you notes.	
Support Province Communication Plan.	Jenna/Province Communications Office MF staff MF Marketing Committee MF board		Ongoing.	Ongoing
Place “donate buttons” in the same place on all ministry websites.	Alyssa, Jenna			