



Ministries Foundation Development Committee
Tuesday, February 9, 2021; 3 – 4:30p.m.
Zoom Virtual Meeting

DRAFT

In Attendance: Michele Foster, Alyssa Howells, Stacy Jacobson, Brian Mullen, Gabrielle Rohde, Annie Sarver-Bodoh, Ralph Scorpio, Kristine (Kris) Smyth, Bridget Sperl.

The Ministries Foundation Development Committee meeting convened on Tuesday, February 9, 2021 on Zoom. Chair Kris Smyth called the meeting to order at 3:02pm.

Prayer: by Kris Smyth.

Minutes: Kris asked if there were any corrections to the minutes from December 8, 2020. There were no corrections and Stacy Jacobson made a motion to approve the minutes with Gabrielle Rohde seconding her notion. All agree and the minutes were approved.

Information Updates

- **YTD Revenue:** The Annual Fund is doing very well and since the making of the report, about \$50k more has come in. Grant money is above budget already and money for the Gala is just starting to come in. Someone asked a question about what the grant budget will look like next fiscal year and how the Ministries Foundation (MF) decides the goal. Ralph Scorpio answered that since it is likely there will be less grants to get next year (most now are specific to the pandemic and are funded through the CARES Act), the MF will think about what a realistic goal is while still supporting the ministries.
- **Individual Success Metrics:** All categories for donor count are doing well with Recaptured Donors over goal. Will focus more over the next couple of months on Repeat Donors. Memorial Donors is at 109 and Donor Advised Funds is at 45. Stacy asked about other information we have on the first-time donors and Annie Sarver-Bodoh said that there isn't a lot of information about them because there isn't a great way in our current system to gather more information. There will be an additional \$79k gift coming in soon.
- **Institutional Giving: Grant Tracker:** The blue highlighted names are new grantees asked and there are a number we have submitted since last meeting. The Schulze Family Foundation recently had a tour and Annie said it went well. In the Decline category there are several new ones, but we will plan to reapply next year. Brian Mullen asked how the MF assesses what grants to apply for and Ralph said that usually we apply to 30 – 40 but things have been different with COVID-19 specific grants. Annie added that we need to search for grants available outside of Minnesota because the grants pool is only so big.
- **Donor Stewardship Update:** Still in process, Ralph and Annie are always reaching out to donors and strengthening relationships.

- Bold Moves 2030: Fox Advancement (Fox) is processing the data from the surveys and interviews that happened the last few months. There is a lot of information to go through and the first group to see the information will be a special committee of Sisters. There is a lot of pressure for this data to be accurately understood but also in a way that illustrates its importance. Ralph has been working closely with Suzanne Herder, CSJ, to make sure it goes well. Bridget added that along with survey data, the ministry directors are also working on detailed budget reviews. Ralph added that M Health Fairview continues to be an interesting partner and have theoretically offered space to be used in the new 'healthcare hub' where St. Joseph's Hospital was located. Along with the surveys and interviews, Fox is also doing qualitative and quantitative data through community assessments. Fox will compare the ministries to other organizations, so the Sisters can make a decision based on all the facts. Bridget said that the MF Board will ultimately decide to have a capital campaign or not, after receiving all relevant information from Fox. Ralph said that there is no other information about a capital campaign because first Fox must present to the Sisters and then it will be the Sisters' decision about what the next step is. There will hopefully be a decision made in spring or early summer.

Discussion Topics

- Gala: Stacy thinks the Gala program will be about 40 minutes and there is a lot of work being done to finetune it. There will be a silent auction, but it hasn't been decided when it will open and close (before the program, after etc.). Met with the AV team from the hotel last week to figure out programming at the hotel because most of the program will be live. Ralph added that the MF team wants all the recording material to be done by the end of March and the Board will discuss more creative ways to do the Gala at the next Board meeting.
- Donor Retention
 - *LYBUNT* (last year but unfortunately not this year): Kris asked the group for ideas about how to encourage donors to give again. Bridget suggested we send jigsaw puzzles to encourage people to join us again and others thought it was a good idea. There is a local puzzle maker in Minneapolis and Gabrielle Rohde will investigate what the details are. Stacy volunteered to call people from the LYBUNT list who have attended the Gala and talk to them about joining us and donating. Kris thought that was a great idea and Annie will provide Stacy some names and more information.
 - *Board Thank-a-thon*: There was discussion about date and time for the thank-a-thon, and how we can use the Admin Center to make the calls. This will be open to the entire Board to participate and we will encourage people to mention the Gala. One available date will be Thursday, February 25 and Annie and Kris will decide on a March date. The Board will be told about the thank-a-thon at the meeting next week.
- Donor Acquisition: Bridget will continue to ask Board members to bring forward any connections they have with current donors. Annie is still working on renting new mailing lists and will work to change the copy of the Essential Justice campaign to work for the rented lists. Will update as work proceeds.
- Committee Work: Kris, Annie, and Ralph met earlier to discuss the action plan and Annie went through the changes and updates. Most actions were updated or canceled because of not being able to see people in person. Kris asked the group if it would be ok having the meeting every other month and all agreed.

Moving forward the Development Committee will meet the week before the Board meeting, on Tuesday from 3 – 4:30pm. The MF will still provide brief summaries of fundraising at the end of each month.

Review of Action Items

- Decide on other Thank-a-thon date – Kris and Annie.
- Continuing Gala work – MF staff.
- Creative ideas to engage and re-engage donors – Michelle Foster and Gabrielle.

Adjournment: the meeting adjourned at 4:24pm.

Respectfully Submitted,
Alyssa Howells, CSJ Ministries Foundation