



Ministries Foundation Marketing Committee
Wednesday, January 13, 2021
Zoom Virtual Meeting

DRAFT

In Attendance: Cheryl Behrent; Kay Egan, CSJ; Alyssa Howells; Maya Missaghi; Martha Nemesi; Gabrielle Rohde; Annie Sarver-Bodoh; Ralph Scorpio; Kristine (Kris) Smyth; Bridget Sperl.

The Ministries Foundation Marketing Committee convened on Wednesday, January 13, 2021 via Zoom. The meeting was called to order by chair Gabrielle Rohde at 11:33am.

Prayer: led by Gabrielle Rohde.

Minutes

Gabrielle asked if there were any corrections or feedback to the minutes from December 9, 2020. She wants the phrase in 'website review and audit' to read 'what we do and how we do it' and Alyssa Howells will make that change. There were no further corrections and Kay Egan, CSJ, moved first to approve the minutes with and Kris Smyth seconding her motion. All agreed and the minutes were approved.

Website Discussion

- Report on January 8 working meeting: Gabrielle said that the working group discussed the homepage at its first meeting and what to do about the video (some people do not like the first image, think it would be better as a non-animated feature). She stressed that we need to make the website appealing immediately from the homepage, so people continue to browse and are convinced to get involved. She sent a document with ideas about the rest of the website to the working committee and it will continue to be a work in progress.
- Progress Report: Alyssa provided a quick summary of the discussion the group had about finding an appropriate hero image to use on the homepage and how we need to find photos that connect to an audience on an emotional level. She also said there is a working checklist document that will keep track of the website updates.
- Video: The group talked a lot about how there needs to be a different thumbnail image for the video on the homepage. Ralph Scorpio asked Martha Nemesi and Cheryl Behrent to help us find inspiring stories that we can showcase to an audience easily; both said there aren't a lot of options right now but will continue to think about it. Gabrielle asked both Martha and Cheryl to consider making a list of photos that would be effective so we can potentially stage some content. Maya Missaghi said that it would be helpful to have a picture representation of the Sisters' history. She agreed that a non-animated video would be more helpful.

There was a discussion about what else could be included on the homepage of the website. Kay said that we should say "We've been making bold moves, we're still making bold moves, and we need your help to continue making bold moves." Martha said that recognizing the past and then

showcasing the present is the easiest and best way to interest people. There was agreement that the message needs to be about how the Sisters work with people and collaborate, it has never been about making assumptions about what communities need.

Gabrielle asked the committee to think about what sets the foundation apart from other organizations that can help us stand out. Kris stressed that we need to focus on raising money for the ministries and not the Sisters and Martha agreed with her; this is the core job of the committee and we need to make sure our work is accomplishing that goal. She also added that the MF is a partnership, and we are stronger together. Ralph asked Cheryl and Martha if we could set up staged photos at Learning In Style and Sarah's; Cheryl said yes and Martha said no. Bridget suggested we talk to the Essential Justice campaign designer and see if she could help us with the website.

- Evaluation of Analytics: Alyssa showed the committee the document she updates with the website's Google Analytics data. She gave definitions of the relevant data and said our top three pages visited are: homepage, about, and donate.
- Next Steps: The working group will meet again Friday and continue discussing the homepage and move on from there.

Province Marketing Update

There was no Province Marketing update because Jenna Bendel was not at the meeting.

Other Marketing Workplan Items

Alyssa shared the Marketing Committee Action Plan and Annie reviewed a document she created about sources for marketing committee expansion. There are several ways that we can reach out to get other people involved. As a next step to getting more people to join the committee, we should generate a committee member description and send it to the groups on Annie's list. Ralph said that we can start preparing a description and send it out to people before the next meeting. Annie will draft a member description and the Ministries Foundation staff will send it out. We will include it in the Consociate communication. Kris asked how we will address people who may not have time to sit on a committee but want to help and Annie will add that in the description.

Ralph said that the relationship with Aging But Dangerous is progressing, he is in discussions with Sue Gehlsen from St. Mary's Health Clinics to start virtual events, and that the 'why I give' campaign is still ongoing. He asked people to submit ideas for the Winter Bold Moves newsletter.

Gabrielle thanked everyone on the committee for contributing and being part of the committee.

Adjournment: the meeting adjourned at 12:52pm.

Respectfully Submitted,
Alyssa Howells, CSJ Ministries Foundation