



Ministries Foundation Marketing Committee
Wednesday, February 10, 2021; 11:30am – 1:00pm
Zoom Virtual Meeting

DRAFT

In Attendance: Jenna Bendel; Mary Connelly, CSJ; 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 meeting convened on Wednesday, February 10 via Zoom. Chair Gabrielle Rohde called the meeting to order at 11:32am.

Prayer: led by Gabrielle Rohde.

Minutes: Gabrielle asked if there were any corrections to the minutes from January 13, 2021. Hearing no corrections, Bridget Sperl made the first motion to approve the minutes with Kris Smyth seconding her motion. All agreed and the minutes were approved.

Province Marketing Update

Jenna Bendel said that the direction of Province Communications is very dependent on the Sisters' discernment decision. If the St. Paul Province decides to merge with the wider congregation or not, there will be specific communications changes. The budget will most likely be affected based on the decision as well. The first draft for the Carondelet magazine will be complete by the end of the week and hopefully it will be close to complete by the end of the month. Included in the magazine will be updates from all parts of the community, ministry updates, and the status of the Interfaith Action Group and the Provincial House. The Prayers Please app will be retired because it isn't widely used, and all prayer requests will be directed to the Province website; Alyssa Howells will add a link to the Ministries Foundation website. Ralph Scorpio asked about any effects of the Congregation decision and Jenna said that nothing is decided yet. Kay Egan, CSJ, added that the Sisters will not make an official decision about discernment until June 2021 and there will be many details to work out. At this point nothing is decided and there have been no communication decisions based on the future discernment decision.

Discussion of Website Updates

Gabrielle first acknowledged that there are probably changes coming to our communication strategy with Bold Moves 2030 and the Sisters' discernment decision, but the website is in a better place now to attract visitors and will be updated as we move forward. The website working group focused on the Homepage and About page because both were the most visited pages according to Google Analytics. Alyssa shared the website with the committee and explained the changes that were made, why they were made, and what future changes could be. She highlighted: more pictures added to the homepage, direct links to the top four pages we want new visitors to visit (IMPACT, GET INVOLVED, DONATE, and SUBSCRIBE), history page added, changed the About page to Impact page, updated ministry pages with impact and quantitative data, and added a more intuitive 'Contact Us' page complete with staff contact information. She said that the logo in the top left-hand corner was updated with bolder colors and larger

font, she asked for feedback about these changes. There was a brief discussion about removing the 'bold moves for real change' yellow square and instead adding the CSJ circle graphic, led by Gabrielle. The pros of changing it is that it would be more obvious the Ministries Foundation (MF) is connected directly to the Sisters because the website logos would be very similar. A con, brought up by my Martha Nemesi, is that since the MF doesn't technically raise money for the Sisters it would be confusing to add the logo. Ralph said that since there will most likely be changes after the Bold Moves 2030 project takes off, we should leave it as is until other decisions are made. Maya Missaghi suggested making the yellow box larger and removing the 'for real change' text since it's difficult to read. Everyone agreed with Maya's suggestion and Alyssa will work to edit the logo.

Gabrielle then asked the group what their thoughts are about adding a "Gifts in Kind" section to the website to help with specific ministry needs, etc. She thinks that people are more apt to make monetary donations once they have interacted with an organization in a passive way and that a 'gifts in kind' option could be a great way to get people interested. She asked the committee to look at projecthome.org because they have a good donation/how to get involved page. Maya agrees with Gabrielle and thinks it's smart to encourage giving in other ways for people who don't have the capital to donate currently. Martha said that Learning In Style School has an Amazon Wishlist and it's a great way for others to get connected to the ministry. Alyssa will work with the website working group to add more to the donate page in a way that is easy for people to get involved but discourages people from dropping off unusable donations.

Mary Connelly, CSJ, brought up the phrase from last meeting that Kay said about the Sisters: "We have been making bold moves, We are still making bold moves, and We will continue to make bold moves with your help" and said that she really liked it. Others on the committee agreed and there was a discussion about working it into future communications and the website. Jenna added that as a Community we use 'CSJ' to mean Community, Spirituality, Justice and it could be effective to use that too. The website working group will talk about how to work the phrasing suggestions into the site.

Analytics Update and Discussion

Alyssa gave a brief review of the analytics from the website and social media. Ralph asked the committee to think of ways to direct more people to the website. Kris said that a good way to get people to the website is telling the Board to keep sharing it and talk about the MF more, we need to make it as easy as possible.

Update on Member Recruitment

Annie updated that the committee member description is currently live on the Minnesota Council of Nonprofits site and she will keep reaching out to other job boards for posting opportunities.

Other Discussion Items

- Discuss email lists and analytics at next meeting.
- Check out projecthome.org – all.
- Update logo on website – Alyssa.

Adjournment: the meeting adjourned at 1:00pm.

Respectfully Submitted,
Alyssa Howells, CSJ Ministries Foundation