



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

DRAFT

In Attendance: Cheryl Behrent; Jenna Bendel; Mary Connelly, CSJ; Kay Egan, CSJ; Alyssa Howells; Martha Nemesi; Gabrielle Rohde; Ralph Scorpio; Annie Sarver-Bodoh; Kris Smyth; Bridget Sperl.

Special Guests: Mimi Pizzi and Eva Perez.

Prayer: by Gabrielle Rohde.

The Ministries Foundation Marketing Committee convened on Wednesday March 10, 2021 via Zoom. Chair Gabrielle Rohde called the meeting to order at 11:33am.

A potential new member, Eva Perez, was present and everyone on the committee introduced themselves. Thank you, Eva, for offering to attend the meeting and considering joining the Marketing Committee.

Minutes: Gabrielle asked if there were any corrections or feedback to the minutes from February 10, 2021. Hearing no corrections, Kay Egan, CSJ, made a motion to approve the minutes with Kris Smyth seconding her motion. All agreed and the minutes were approved.

Carondelet Gala Update

Mimi Pizzi gave an update on the Gala and told the committee that the program will be pre-recorded by a production company. The program will include a pre-show with a mixologist making a Carondeletini, testimonials from ministry recipients, and 'why I give' messages from donors. Ralph Scorpio added that there will also be a countdown at the end of the pre-show which will include more people from the ministries and staff; the goal is for as much participation from others as possible. Mimi shared a working draft of the invitation and Annie Sarver-Bodoh explained that "Carondelet Champions" will be individuals that commit to telling other people about the event (they will also receive a media toolkit from the Ministries Foundation (MF). Luci Ancora, Italian restaurant in Highland Park, has agreed to create a special Gala dinner menu for people to order for pick-up on the night-of. The invitation will also include a rsvp card in case people want the MF to register them. The invitation uses some wording about the event being "at home" this year and hopefully more will be encouraged to attend. Bridget Sperl suggested sending a follow-up postcard after May 7 with the Carondeletini recipe and thanking people for joining us. Mimi said that all silent auction items are due April 26.

Province Marketing Update

Jenna Bendel reported that families will start moving into the Provincial House this upcoming Monday in partnership with InterFaith Action St. Paul. This is an exciting partnership and the press for it has been positive. People are excited for the families to move in. The final content for the Congregational Magazine (annual publication with all the Congregations, not just St. Paul), is almost complete and St.

Paul's update will focus on the award that Sue Gehlsen received on behalf of St. Mary's Health Clinics' work during the pandemic and vaccine clinics. Jenna has started to ask the Community to share about the Province via social media and will be sending out instructions via Rapid Relay, to increase our reach.

Website: Next Steps

Alyssa Howells reviewed the updates to the website from last month and introduced a user experience project to happen in the future with a new volunteer, Paul LeTourneau. Annie found Paul via a volunteer posting she uploaded. Ralph asked Eva to visit the MF website and to give feedback.

Update on Member Recruitment

Annie said that Eva found the MF posting on a job board site and she has two more people who are interested in volunteering. She will continue to work on recruiting new people.

Email Analytics

Annie shared the analytics she has compiled from Blackbaud (email service) and reviewed some of the data from the MF's weekly and monthly emails. The open rate is average for our industry. She went through the definitions of the analytics data and focused on the top click link from each email. There was a discussion about trying to make our open rate higher with the Gala emails and the importance of creating an engaging subject line. Annie mentioned her theory about the same core groups of people opening our emails and how we need to focus on those people for Carondelet Champions.

Other Discussion Items

- Cheryl talked about her work retaining more volunteer information through the Sarah's website. She has had some good response to the new volunteer form on the site and plans to store this information so she can get back to people when there are more opportunities. She is also working on planning the Sarah's 25-year Celebration with MF staff.
- Gabrielle said that we need to update the videos on the ministries page of the website to make them more engaging and informative. Ideally, they would include more pictures and better narration.
- Kay brought up her theory that more people from the Community would review our work if we taught them how to access it. Alyssa will work with Jenna to increase awareness about accessing digital media.
- Martha Nemesi said that there is a new Learning In Style (LIS) partnership with the Plymouth Congregational Church and will be a coordination of food shelves. LIS is also considering adding career-oriented classes so students can start to learn more office skills and expand their resumes. She is applying for a grant to get money from the Minneapolis Public School system. Gabrielle encouraged people to think about new ways we can reach more people with an emphasis on increased personal connection.

Adjournment: the meeting adjourned at 1:01pm.

Respectfully Submitted,
Alyssa Howells, CSJ Ministries Foundation