

Opening

- I. Attendance
 - a. Present: Sharon Ryan, Stephen Imholte, Suzie Colianni, Quentin Moore, Ann Dayton, Fr. Kevin Finnegan, Mike Halloran
 - b. Absent: Ben Jaffray
 - c. Staff: Patty Stromen, Laura Wagner, Alishia Wright, Kevin Bennett
 - d. Guests: Casey Breen
- II. Prayer: Fr. Kevin Finnegan
- III. Welcome: Stephen Imholte
- IV. 11.17.2020 Minutes unanimously approved by Committee
 - a. Moved by Suzie Colianni
 - b. Second by Sharon Ryan

President Perspective: Patty spoke briefly about Casey, Laura, and her continuing to look at staffing for Advancement and Moves Management is making some large shifts to operate more efficiently and effectively in the future.

Campaign Progress Report

- I. The department is working on improved reports and dashboards, until then our primary gauge of how we are tracking is the Campaign Progress Report. Laura's analysis of the status is that comparing year over year we are slightly ahead of funds raised.
- II. Questions
 - a. What are the top three things the committee needs to know?
 - i. We're on track to meet our budgeted revenue goal
 - ii. We cannot coast to the end because in 2020 we were \$XXX under goal AND we know of 1 possibly 2 six figure donors that may not be in a position to give this year.
 - iii. The most effective fundraising tool we have is Major Gifts and investing staff time, increasing volunteer time in the moves management is the best path to meeting and exceeding our development goals.
 - iv. Past this year's goal, it's important for us to make a bigger evolution in mail and events, which will help us have more breathing room in the future by broadening our reach into the community for donors to cultivate.
 - b. How dependent are we on meeting with major donors face to face to accomplish our major gift strategy?
 - i. It's urgent to keep donors attached to the Academy, but face-to-face is not urgent

- ii. The challenge in the next 6- 8 months is getting more hosts for Hope in City and finding the right mix of offerings for President Circle gatherings.
- iii. A challenge we face in the coming 12 months is producing the right amount and variety of virtual, in-person, hybrid donor events that meet any pent up demand and are done well.

Key Operations Calendar

- I. Hope In The City Report
 - a. Goal of hosting 4 total, 2 more needed
 - b. Questions:
 - i. Is the Board knowledgeable enough about what is expected of them to host one?
 - 1. Stephen explained what he's done to communicate with the Board and wonders what else he can do to increase the participation rate
 - ii. Should Hope In The City be talked about at the next Board meeting, having Quentin speak about his experience, with Stephen filling in the blanks?
 - 1. Suzie suggested taking 5 minutes of the Advancement time and doing the presentation
- II. Fall & Christmas Mail Report
 - a. This is the first time we're doing four mailings
 - b. We're putting together metrics as we go
 - c. Outlook is very favorable that we have the right process, right people and good operations to push this program to the level we need.
- III. 2021 JPPII Gala Planning
 - a. We're currently in design phase (concept brief was delivered verbally with write-up emailed to committee members post meeting)
 - b. Feedback, please get with Laura & Stephen independently -by Friday would be most helpful
 - c. Fast time frame – proposed dates are in April
 - d. Questions
 - i. Will this event remain focused solely on JPPII or are we jumping to an Academy-wide event
 - 1. This year not making the switch because we don't think it would be the best point to jump off of to make it successful
 - ii. When does staff need the concept nailed down?
 - 1. Friday, January 29
 - 2. Discussing at tomorrow's Moves Management meeting (January 27)
 - 3. Patty gave her perspective as President that Advancement is being directed to strengthen the Moves Management process for staff and building the infrastructure for the business initiatives and volunteer solicitors moving forward.

Donor Pyramid

- I. Visual tool to show us progress with securing major gifts. This is not a report that is tied to financials, rather it is a tool to be used on donor visits when we anticipate we will ask for a gift. It is highly customizable, shows our overall goal in a tidy graphic and will become an important component of solicitations as supporters will be able to visualize a place for themselves in our support network. The goal of presenting this at the committee meeting is to build a comfort level with the pyramid in anticipation of broader use by volunteer solicitors.

Advancement Plan for Business Contributions

- I. How does this fit within our overall advancement strategy
 - a. We're roughly month out from knowing the timing of when staff will be able to support this initiative due to staffing discussions
 - b. What will help most since it's in design mode is understanding what it is Board Members will need to help them with connecting to businesses and parishes so staff can be prepared to help them be more effective
- II. The business plan is all about prospecting and is tactically heavy. It won't be effective if we can't implement part of it without implementing all of it. We need to make it work. AND unless we increase our pool of prospects and donors to support the overall mission, we won't be fiscally comfortable or nimble.
 - a. Yes and staff believes that if a Board Member has a corporation they're ready to go to, they should go and be willing to learn with us as we go along.
 - i. Staffing plan should be completed in 30-45 days with implementation past that timeline. Supporting the Business Plan is a high priority.

Strategic Discussion: Peer-to-Peer System

- I. What ways could we help you get "more comfortable" with the entire Moves Management Pipeline?
 - a. Need to understand exactly what you mean by Moves Management, the term feels a little ethereal
- II. What are your hopes/expectations around the Task, Communication, and Acknowledgements as a volunteer?
 - a. Have a clear set of expectations for Board Members
 - b. Is there a give/get?
- III. How would you suggest we help you (and others) deepen a connection and understanding to the Mission?
- IV. How ready are you to do peer-to-peer right now? Are you ready to be involved "trying" some of these new things?
 - a. Suggestion was made to use HITC to reach out and invite people he thought would be interested in ACA, talks about his board work, would like to be able to connect potential donors with someone at ACA to get in contact with
- V. Questions:

- a. Will we talk to Board Members 1:1 or in a group setting about this?
 - i. The Peer to Peer program and rollout is still in formation and the goal is to ask for board input during this design phase, asking what is needed in order to feel supported.
 - ii. Could part of a board meeting can be used to talk about these questions because not everyone will be comfortable with asking or how asking is generally done.
 - b. An observation was made that training volunteers in fundraising could be like sharing the Gospel, how do we share the good news of ACA
 - i. Maybe we have some “glory stories” about fundraising efforts by Board Members for meetings to share
 - ii. Can we articulate in 30 seconds/2 minutes about ACA and why we’re involved
- VI. Laura, Casey, Patty will take this and figure out how to incorporate into the development of our volunteer solicitor program.

Closing

- I. Stephen welcome Kevin Bennett
- II. Prayer: Patty Stromen