

St. John the Baptist Parish Development Commission
January 21, 2020
Minutes

Chair Fran Davis called the meeting to order; Bret Sutton opened with prayer. Members in attendance were Fran Davis, Gene Delaune, Bob Gabler, Mark Haidet, Mark Hammer, Linda Harmon, Ed Robinson, Melissa Strunc and Staff Representative Bret Sutton. Ralph Arnott was absent.

The Minutes of the December 19, 2019 meeting were approved.

Bret apologized for the lateness in sending out the Agenda. Gene encouraged Bret to view the Agenda as a draft document and noted that sending it to Commission members several days before the meeting provides an opportunity for members to propose modifications to the Agenda.

Terms of Service for Commission Members: Fran reported on the need to provide Father Paul with the terms for Commission members and asked members to volunteer for terms. Fran will present the following terms to Father Paul:

One-year term ending June 2020 – Mark Haidet, Linda Harmon and Ed Robinson
Two-year term ending June 2021 – Fran Davis, Gene DeLaune and Melissa Strunc
Three-year term ending June 2022 – Ralph Arnott, Bob Gabler and Mark Hammer

OSMG Sunday Giving Campaign: Bret passed out a report showing that 475 parishioners have pledged to date (as compared to 471 pledges received thru February 2019). He noted that the total includes 129 parishioners who did not pledge in 2019. Mark Haidet pointed out that the report does not provide the most important piece of information needed to gauge the success of the pledge drive – what is the total amount of new dollars from those who pledged that the Parish can expect to receive in 2020? Bret stated that this figure is difficult to arrive at because of the limitations of ParishSOFT – the software used by the Parish to track donations and manage donor relations. Commission members directed Bret, Mark Haidet and Ed to identify the specific information desired, and then to meet with Mark Dittman and Michelle Chock to discuss both the information desired for this year and what can be done to simplify the process for future years. The goal is to have the desired information by the February meeting. Bob and Gene recommended that if this cannot be resolved easily that the Parish consider the possibility of an internship arrangement with a local college for a Business Administration/Accounting student to develop a process that will meet our future reporting needs.

The Commission also discussed the approximately 120 parishioners who made a pledge for Sunday Giving in 2019 who have not yet returned a pledge commitment for 2020. Members agreed that it is important to follow-up with these parishioners soon. The hope is that in doing so we will continue to grow the number of parishioners who make a yearly pledge. The Commission recommended the following action: Bret will send a follow-up letter and pledge form by February 10th, and that he follow-up his letter with phone calls by March 10th to those who do not respond.

OSMG Capital Campaign Outstanding Pledges: Bret reported that there is approximately \$372,000 in outstanding capital campaign commitments to be paid. Letters are being mailed before the end of January informing parishioners of their remaining balance and reminding them that the campaign ends June 30th.

Legacy Program: Bret reported that he has mailed follow-up letters to the nearly 70 parishioners who received Father Paul's August letter regarding their plans to include the Parish in their estate plan. He also reported that there are 1,158 households with parishioners between the ages of 50 and 70. The Commission recommended that the next steps in the implementation of the Legacy Program be:

- 1) Bret will follow-up on the recently mailed letters with a goal of securing signed response forms from nearly everyone by the February meeting. Bret will report the number of signed forms received at the February meeting.
- 2) Bret, with the assistance of the Commission, will develop a plan to segment the parishioner data base to identify the best candidates for a future planned gift. Bret again pointed out the limitations of ParishSOFT. Fran asked Bret and Commission members to come to the next meeting prepared to discuss ideas for segmenting the data base.

Linda expressed the need to provide donors and potential donors with a detailed description about how each of the endowment funds will be used in the future.

Concerns about ParishSOFT: Great concern was expressed during the meeting about the limitations of ParishSOFT. The Commission concluded that there is a need to identify the capabilities of the current system to generate the reports desired to assist the Parish's development activities. Several members suggested asking other parishes with established development programs how they use their data base to assist their fund-raising efforts. Bret mentioned that ParishSOFT provides consultation services. It was recommended that the Parish work with ParishSOFT to determine the capabilities of our current system and to develop strategies that will enable us to use the system to its full potential in assisting our development efforts.

Special Projects: Bret reported that he has been authorized to seek funding for two new special projects – repainting the ceiling in the Sanctuary estimated at \$225,000 and for a new Church sound system estimated at \$140,000. Commission members expressed concern about pursuing expensive new initiatives at this time, especially when implementation of the Legacy Program identified as a Parish priority has languished for several years. It was noted that if we should receive a \$10,000 or \$25,000 gift for one of the projects, that project would then need to become a fund-raising priority. Fran agreed to make Father Paul aware of the Commission's concern. She will also invite Father to attend our March meeting.

Updates:

- 1) Fran reported that she had a conversation with Father Paul about the Commission's role as it pertains to the school. She noted that the Commission's input on raising funds to help with tuition funding and building the school endowments would be welcome. She also reported that Father would like concerns about the school to be directed to him.

2) Bob will report on employer matching gift programs at the February meeting.

Respectfully Submitted,

Mark Haidet