

St. John The Baptist Parish Development Commission

Date: Tuesday, February 16, 2021
Time: 6:00pm
Recorder: Melissa Strunc
Location: Virtual — ZOOM

Attendees:

PDC Commission Members:

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| Mark Hammer | Gene Delaune | Fran Davis- absent |
| Bob Gabler- absent | Vicky Wicks | Melissa Strunc |

Guests: Don Grant and Fr. Paul Shovelain

Staff Representative: Mary May/Maureen Owusu (absent)

Parish Mission Statement: Bearing witness to Jesus Christ who is the Way, the Truth and the Life: Go. Make. Teach.

Theme for the Year: United in the Holy Spirit

PDC Goal: Uniting our Parish through generosity, willingness to grow, and prayer.

- ❖ Welcome Mary May, SJB Development Associate.
 - Please tell us about yourself.
 - How can the PDC help facilitate your success?
 - Mary will be looking to all of us to connect to important people that we think she should know. We can help to facilitate these connections. Mary may also reach out to us one-on-one to get to know us and utilize what we can help her with.
 - Gene posed -- if someone offered to gift \$10 million to the Parish, are there strategic priorities for determining the allocation of the gift.
 - Fr. Paul -- comments on Development Associate near term program
 - Father Paul and Mary plan to meet on Thursdays at 2 pm. She will also be participating in the Litany in Time of Need to get exposure to the parishioners.
 - Fr. Paul will have the Parish organization chart updated to reflect recent changes, including Mary May as Development Associate.
- ❖ Don Grant
 - Potential new Development Commission member.
 - Please be ready to tell the group about yourself and why you want to join the PDC.
 - Don has been involved in many parishes and non-profits. He thinks a challenge is to make people know they are valuable to the parish and they need to “reach into their pocket” to provide support.
- Goals for 2020/2021
 - ❖ Electronic Giving ~ Maureen / Fr. Paul
 - Update on current status of Electronic Giving - numbers vs LY.
 - Electronic % of Sunday giving has increased from 28% in FY19 to 40% in the current fiscal year 2021. This was the only item Mary wanted to point out from this document.
 - Vanco vs. Parish Soft – conversion update.
 - 29 donors still donating through Vanco. Maureen is being diligent on contacting these donors to convert. Mary has an assistant, who she thinks may be able to

help Maureen with contacting the donors. Gene suggested sending a letter may be the best option to contact the donors rather than sending an e-mail, phone call, or text.

- At some point Mary can create a goal for the number of donors and the amount of electronic giving. Mary suggested contacting other parishes for a comparison to create these goals. As an additional idea, Mary suggested that at different giving levels, the donors can be part of a spiritual group with benefits. This is similar to what Relevant Radio or the Catholic Services Appeal Foundation does. Gene agrees, but then said that Father Paul ultimately decides.
 - Continued advertising of Electronic Giving info in all SJB communication vehicles.
 - Message included after 4:30 Saturday evening mass...one to two times per month.
 - Father Paul will make an announcement during this Mass since it's live streamed. He is open to suggestions for how often or timing during Mass. Gene said that a continuity of promoting the electronic giving and measuring metrics as a result of the announcements.
- ❖ Benefactor Thank You Process. ~Mary May/Maureen
- Current status of Thank You/ acknowledgements.
 - Mary went over the Thank You/acknowledgement process in a separate document. Cash Gifts of \$500 and more receive an acknowledgement. Regardless of the amount, the donor will receive a year-end statement in the following January.
 - Mary pointed out that if the parish receives stock options or an IRA distribution, the receipt shows \$0 due to the way the software records it. Mary is looking into a way to fix this so it shows the amount donated.
 - Gene had a question about what are non-deductible non-cash gifts. These are gifts of stock or traditional IRA deductions that go directly to the parish rather than to the donor then to the parish.
 - Thoughts from Mary about acknowledgements/thank you process.
 - Amount given to warrant thank you/acknowledgement.
 - Timing of thank you/acknowledgement.
 - Electronic giving Automatic Thank You vs. written Thank You.
 - Tracking Thank You process:
 - Who in parish administration sees it.
 - How are records of donations kept – family, etc.
- ❖ Legacy Society Launch
- Exchange of preliminary thoughts ... preliminary plans / timing?
 - Gene's impression is that we aren't ready to do this, but leaves it to Mary to provide the leadership. Mary agrees that we aren't quite there yet, but has started to review the file. (She is only on day 2 of her position). If someone places the parish in their will, they will in effect sign up for a stewardship program and we should invite them for special programs. She will look for more ideas to invite parishioners to put St. John's in their will. October might be a good month to relaunch the initiative as it's Legacy donor month.
- ❖ Still looking for additional PDC members – Announcement ...

The Parish Development Commission is seeking additional members. The Commission's purpose is to assist with developing funding for Church and School operations. No specific background is

required. The Commission and its members work with and through a / the Development Associate. Please contact PDC Chair, Fran Davis fran@davisplace.org or 612-865-8140.

❖ Miscellaneous

- Thank you for your continued generosity of time and commitment to SJB!!!!
- Future agenda topics?
 - Gene suggested that Parish strategic priorities, as to projects and programs, be presented for discussion.
- Other?