

St. John The Baptist Parish Development Commission

Date: Tuesday, April 20, 2021

Time: Mass at SJB 5:30-6, **Zoom meeting** 6:00-7:35pm

Recorder: Melissa Strunc

Attendees: Mark Hammer Fran Davis Bob Gabler Vicky Wicks Don Grant
Janet Glaser Melissa Strunc Gene Delaune

Staff Representative Mary May

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.

❖ Prayer

❖ Mary May, SJB Development Associate –

- First weeks overview – notable actions/decisions/projects in process.
 - **Mary is excited about talking with donors/parishioners. Taken on leadership for a NET appreciation event. Getting wheels rolling on items on agenda (see below), including stewardship weekend.**
- **Stewardship weekend April 24/25...expectations?**
 - **Ways to Give document (see attached)**
 - **Questions from Janet: In section for stock, does the church have a certain person to work with to convert to cash? Mary said Feltl & Co. Janet is wondering if this might be helpful to list. Mary's understanding is that the parishioner donating the stock doesn't work with the investment company directly.**
 - **Question #2: value of securities, think the common donor may be confused. Fran voted to include so the donor can see the most effective way to donate and use of money.**
 - **Question #3: Vehicle donation: Do we get a lot of money from vehicle donations? Answer: In the past year and a half, there have only been a few. Janet is wondering if they are vehicles we use or are auctioned off and we receive proceeds. Vicky thought that the church could use it if someone has a need, such as the sisters. Don said that the donor can still deduct the value of the vehicle.**
 - **Vicky reviewed on the screen and want to make sure New Brighton (in the address line) is on one line. Fran said if it's printed, it will be on one line.**
 - **Hand Sanitizer/Pens**
 - **PDC Members to assist at each mass.**
- Giving Society Levels
 - **Mary wants to provide spiritual benefits for giving levels. The document shows a specific saint for each giving level. For the higher giving levels, we'll ask Father to do specific items, such as make phone calls. For example, for electronic givers, they may receive a email a few days before the patron saint designated for electronic givers and let them know that the parish will pray for them. This is an internal document for now.**
 - **Gene had a question about implementation and staff capacity. Mary would like to focus on recurring, cumulative lifetime, and legacy givers, and more if possible. Fran suggested implementing what we can and expand to it as we go along**
- How can the PDC help facilitate your success?

- She's appreciative of what we've been discussing.
- Updated list of 3-5 contacts -from each PDC member – that Mary should arrange to meet with/find out more about.
 - Aim to have this to Mary by the end of this week.
- Status of number of parishioners who have not responded to United in the Holy Spirit campaign.
 - Called?
 - Need help reaching them?
 - Update on parishioners who pledged in 2020, but not 2021. Had almost 500 in 2020, and 380 in 2021. Mary plans to reach out to parishioners over the summer. PDC members can volunteer, if they would like to help.

Goals for 2020/2021

❖ Electronic Giving – Mary

- Report on current status. Currently about 40% of total amount received is electronic giving. Bob suggested that it should be the total percent of people donating vs amount. This may be hard to know since some people donate without an envelope when they donate cash. Gene suggested that we target those who donated more in 2020, but didn't donate in 2021.
- Update on parish communications-email, bulletin, plaza TV, Facebook, Livestream Mass, etc.
 - Request approval for space in all communication vehicles for "Giving Topics"-Electronic Giving, Legacy Society, Endowments, Youth 365, School funding, etc.?
 - Graphic for PDC documents is the brick background/altar.
- Update on possibly to include giving info to all new parishioners?

❖ Acknowledgement Process Updates – Mary

- Please share an example Thank You / Acknowledgement letter for Parish Gifts.
- Update on School acknowledgement of tuition assistance, school operations, etc.
- Fran really likes the letter as it personalized the acknowledgment. Don likes that there is enough white space in case Father wants to write a personalized message. Janet is wondering if we can include a picture to show what the donation went for. Also, Janet suggested including an advertisement, such as a future events, in the envelope. Do we include a statement that no goods and services were received as a result of the donation? Mary said that statement goes on if the donation is from an IRA, stock gift, or end of year statement.

❖ Legacy Society/Legacy Giving Updates – Mary

- Status on bringing in CCF / KofC / Financial Planners in to help educate parishioners on efficiently donating to SJB.
- The current brochure will be in the folder for this weekend. The brochure hasn't been updated since last month.
- Next month, we'll talk about bringing in someone from CCF or financial planners to talk about legacy gifts for the church

❖ Sunday Giving Report Update

❖ Parish strategic priorities of projects/programs.

- What would parish do with large gifts?
- List of Mission/ Needs projects.

❖ Gifts for parishioner visits?

❖ **50 Year Club summer 2021 event**

❖ **Miscellaneous**

- Question from Father Paul to discuss: Where and how can we improve to more effectively live out our core values to be more inclusive and welcoming to all?
 - After Mass meetings in the parking lots without masks
 - The breakfasts after mass, when we have those again
 - We can incorporate foods from other countries
 - Being on the welcoming committee or greeters at mass
 - Information on parish in Tanzania and it would show our concern for others
 - Find ways to help support Sister Rose and her mission
 - Connection with our Lady of Guadalupe for our giving societies. Our Hispanic brothers and sisters, she is important.