

St. John The Baptist Parish Development Commission

Date: Tuesday, October 19, 2021

Members: Vicky Wicks (Chair) Fran Davis (absent) Gene Delaune Bob Gabler Janet Glaser Don Grant
Mark Hammer (PLC rep)

Guest: Thad Hiestand

Staff Representative: Mary May

Theme for the Year: Restoration to Life

PDC Goal (proposed): Give parishioners the opportunity to experience **the joy of living with a generous spirit** and bring about restoration in our parish and broader community.

AGENDA

Prayer – Led by Vicky Wicks

Introductions – Led by Vicky Wicks

*Thad Hiestand introduced himself and what his background is. Everyone also introduced themselves to Thad.

Development Report

*Preparing for Heaven Seminar had over 100 attendees and was held in the afternoon. Seminar was recorded and included a variety of speakers, including parishioners who gave expert advice, testimonials, Catholic Community Foundation and others. Legacy Society paperwork was available and all information and the recorded event will be online at a future date on the St. John's website. Recommendations were to offer again as an evening event and have more testimonials with different situations, local financial planners/estate planners and gear towards younger generations.

*Sunday Giving is up by \$13,000 since July 1, 2021.

Goals for 2021/2022:

1. **Legacy Society** - Build on our momentum from 2020-2021 and continue to strengthen and define the Legacy Society. * 80 Members

- o **SMART Goal** for Legacy Society (proposed/example) – Vicky

- Specific: Build on our momentum from 2020-2021 and continue to strengthen and define the Legacy Society by promoting the "Joy of Generosity", sponsoring programming, showing appreciation to those who donate, and increasing the number of members in the Legacy Society.

*Have relatives of donors tell about the importance of giving to the church and have their testimonials paint a picture and inspire.

*Donor Wall – List of Legacy Members will be updated annually and the wall will also have a list of those that have passed away and left a legacy gift to St. John's.

- Measurable: Our goal is to increase the number of Legacy Society members 10% by 8/1/2022.

*Recommendations to breakdown further. 10% increase would be 8 members.

- Attainable: All goals listed have momentum and should be attainable in 2021-2022.
- Relevant: All goals are continuing to refine and expand our work.
- Time-Bound: Some goals will continue to mature with the PDC; however, others have specific deliverable dates (see goals workbook).

2. **Parish endowments** - Increase the visibility and funding of SJB's endowments

*What does the endowment look like as a whole? Design SMART goal after bigger discussion.

3. **Annual Development Plan** - Create and deploy an annual development plan integrated between the church and school

*Coordinate calendar and plan to connect Church, cemetery and school.

*No heavy overlapping of events or promotions/solicitations.

- **Commission work groups for key areas**

*Trial work groups for each goal were arranged. Work groups will use the distributed goal spreadsheet. Each work group will meet once between October and November and bring forward defined SMART goals at November meeting. Each work group meeting will be open for the whole committee to attend if available.

*Work groups are as follows – Legacy Society (Mary/Vicky), Endowments (Mark/Gene, Annual Development Plan (Janet/Bob/Don) and add Fran Davis to a group at next meeting.

PDC Purpose Statement – Proposal for revised PDC purpose statement:

The purpose of the Parish Development Commission is to advise the parish on promoting a spirit of generosity in support of the mission and core values of St. John the Baptist Church & School. The commission seeks to foster an authentic joy in generosity that will enable the parish's day-to-day operations and a broad range of initiatives including the Legacy Society, parish endowments, capital projects, and special funding needs of the church or school.

*A previous statement was created when Fran Davis was chair, before Mary May was hired. Commission is to advise and the staff liaison is ultimately responsible for all action items.

*Reviewed with a couple slight changes: add the cemetery in statement, ...operations and... updated to ...operations on...

*Place the statement on all documents prepared for distribution.

Parish strategic priorities of projects/programs

- What would the parish do with a large gift?

*There are big projects that could be presented to a donor. A more formalized plan needs to be presented.

- List of mission needs/projects to match with donor interests

*We need to build a case when approaching a donor. Define our need and how the donor can help.

Other topics

- Core Commitment 2022

- PDC members to serve at hospitality the weekend of November 20/21

*Mailing of 2,400 will include letter from Father Paul and a brochure with pre-filled name and address. Online signup will be available on the St. John website and by a QR (quick response) code.

- All Saints Party – October 27

*Commission will host a table and have candy available. Gene, Mary, Vicky will be at the table. Mark will come, if able.

- Anything else?

*A recommendation was brought forward that an Organization Chart/Plan of church staffing needs to be shared.

*Share more details on Father's sabbatical with dates and other coverage given.

*Spread the word on Tuition Assistance and that there is still a need. School financials are needed to build a case on why it is still needed. School enrollment numbers are up by 37% over the last 2 years.

Thank you, all, for your dedicated service, faithful witness, and for living out of a generous spirit!