

St. John The Baptist Parish Development Commission

Date: Tuesday, January 17, 2023

Attendees:

X	Mary May (Staff Rep)	NA	Fran Davis	X	Janet Glaser
X	Vicky Wicks (chair)	X	Gene Delaune	X	Don Grant
X	Mark Hammer	X	Bob Gabler (PLC rep)	NA	Ken Ehling
X	Guest – Greg Beyer				

*NA = not able to attend

Theme for the Year: Called Forth

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

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 Catholic Church, School and Cemetery.

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, school, and cemetery.

Agenda

- 5:30 Dinner
- 6:00 Called Forth in the Evangelization Process; Prayer Time – Fr. Paul
- 6:30 Commission meetings
- 7:55 PLC

Prayer – Legacy Society prayer (6:35) - *Vicky*

Member Review 2022-2023 (6:40)

- In need of 1 candidate for full membership

**Please pass any possibilities to Mary or Vicky*

Questions from Jim Glaser – select one (7:00)

- Where do you see yourself in the baseball diamond? (From Father Paul's talk that evening.)

**Curiosity – This is an untapped area and we need to engage. How do we encourage them to take action and become a participating member of the church?*

**Consistency of Purpose – Don't force involvement, but be consistent.*

- In which areas of the baseball diamond do you feel SJB is effective and where could SJB grow?

**How do we grow the school and what comes after we grow? Approach alumni support.*

Goals 2022-2023

Core Commitment campaign (7:10) – *Mary May and Greg Beyer*

- Core Commitment 2023 – PLC would like PDC to review this campaign.

- Report on this year's responses

*Details of report can be seen in the attachment Mary May included with the agenda.

- Financial
- Participation in ministries and service
- Legacy Society
- Follow-up plan
- Considerations for 2024
 - Do we need this annual pledge drive?

*Yes, it has value. Implementation of the campaign needs more review.

- If so, what can we do to get a better response?
 - Consider SJB experience, staff time involved, expense of the campaign, volunteer sign-ups, emphasis on core values, experience of other parishes.

*Ideas included:

- Send only to those who normally give.
- Collect data on past years to see where we have successes and challenges and measure effectiveness. Explore having St. Thomas students intern to work on the data analysis.
- The year-end timing of campaign is good.
- The usage of a QR code could be improved with a help table.
- Segmentation of the list using age, communication preference, etc.

- From the December PLC Notes:
 - Mary May gave an update on the Core Commitment Drive
 - 372 forms submitted, still hoping to reach 400
 - Rita A. will be reaching out to everyone who pledged to do something new this year to help guide them
 - This update led to a discussion on parish segmentation
 - The parish community is a lot of different people and groups (i.e. People with kids at the school, those who don't...). If we could categorize 3 – 7 or so different segments of people/groups to help to better find a way to communicate to each group based on their preferences.

Review Goals Worksheet for Commission approval

Priority	Goal	Goal Description (Tasks)	Expected Start Date	Expected Completion Date
1	<u>Legacy Society</u>			
1a	Consider proposal to redefine the Legacy Society	Should endowment gifts be considered legacy gifts?	11/15/2022	5/15/2023
1b	Promote endowments	Create a new brochure for parish events and kiosks.	11/15/2022	2/15/2023
1c	Update and improve the Legacy Society webpage	Add graphics, Donor-Advised Funds, and language for wills.	1/1/2023	1/30/2023
1d	Increase membership	Current membership is 95. Reach goal of 100 by June 2023.	11/15/2023	6/1/2023
2	<u>Development Communications</u>			
2a	Consider a theme for Development messages	"Footprints in Faith" / "Legacy of Love" / another theme?	11/15/2022	6/1/2023

2b	Church project communications	Propose timeline and strategy for chapel and church renovations	12/15/2022	6/1/2023
3	<u>Core Commitment Campaign</u>			
3a	Increase participation	Response goal of 400 households for 2023	11/15/2022	1/20/2023
3b	Review elements of 2023 campaign	List things done well and areas to improve	1/17/2023	3/1/2023
3c	Propose strategy for 2024	Create a strategic plan for 2024 campaign	1/17/2023	6/1/2023
Give parishioners the opportunity to experience the joy of a generous spirit as they are Called Forth to GO. MAKE. TEACH.				

Legacy Society – Mary May

- **Review current definition:** those who include St. John the Baptist in their will or estate plan, or name our parish as the beneficiary of a life insurance policy or retirement account.
- **Proposed revision:** Add those who make an endowment gift of a particular amount during their lifetime.
- **Additional thoughts:** Consider all giving during one’s lifetime as a way of creating a legacy.

*The proposed revision to include endowment gifts during a lifetime was approved.

*Mary will draft a policy after talking with other area churches for February.

Reports (7:40) – Mary May

- Sunday giving
- Wish list

Upcoming event – Catholic Community Foundation (CCF) Investment Conference – Wednesday, February 15
<https://www.ccf-mn.org/events/investment-conference/>

*This is a free event and all are welcome.

*St. John’s spring seminar event will be on March 2 from 7:00pm – 8:30pm.

Thank you, all, for your generous service and faithful dedication to St. John’s!