

St. John the Baptist Catholic Church

Development Commission April 2024 Meeting Agenda

April 23, 2024

1. Opening prayer - Special intentions – Led by Fran
2. Introductions – Chris Carlson
3. Question/theme for the evening
Given the parish retreat theme of Rise, share how you have experienced rising in your faith through Holy Week, Easter, and/or during the retreat.
 - *Many options on how to grow
 - *By starting the Tenebrae Service at our parish up north
 - *Praying for the souls in purgatory
 - *Attendees wanted to attend to spend time in church

Present	Not Present
Ken	
Steve	
Bob	
Fran	
Gene	
Don	
Mark	
Janet	
Mary	
Guest:	
Chris Carlson	

4. Report from last PLC meeting – Led by Mary
 - *PDC report included communications on the Capital Campaign, the endowment discussion, and possible new members
 - *Bob will attend PLC after tonight’s meeting
 5. Old Business
 - a. Vision for Development – Led by Bob
 - Short-term, mid-term, long-term needs
- *Short-term – A couple of major communications have gone out, include them on website and plaza monitors
- *Question about how many St. Joseph Hall will hold
- *We need to think on how to communicate to the different segments in various ways
- Core Commitment Campaign Discussion – Led by Ken
- *Reviewed background of the Core Commitment Campaign with the focus on time, talent, prayer, and giving support
- *Fall 2022 was the last campaign
- *Reviewed questions to consider when comparing the Core Commitment vs. Capital Campaign
- *Why was the capital campaign more successful than the last core campaign? Was it the messaging? Were the projects that the campaign supported better or more tangible?
- *What does Sunday Giving support? How much is allocated to the school budget? Why was Sunday Giving bigger than the total of pledges we received?
- *Does the capital campaign affect how we plan our goals for the Core Commitment?
- *When we didn’t offer Core Commitment – revenues were down
- *Showing our budget numbers in the bulletin is a motive to give more
- *Suggestion: Use data collection to guide our decisions
- *2023 Core Commitment brochure could have been overwhelming even for an active parishioner to fill out
- *Think about going the other way and offering an easy entrance point
- a. Capital Campaign – Mary (7:25)
 - Pledged amount to date

*Considered having a “Close the Gap” campaign. We must be positive and soft sell with a letter or a flyer with pictures to encourage new giving

- Strategy to reach goal
 - i. May/June
 - Plaza display
 - Prayer groups
 - ii. Phonathon

*Call those who made a one-time gift to the Capital Campaign

*When giving was down at one Minnesota private school, personal notes from alumni saw a 49% increase in giving

*Review list of possible individuals who committed to a gift during the July Planning Study, but haven’t responded with a campaign pledge as of yet. Get permission from Mary before connecting with the individual.

- Communication on projects
 - i. subcommittee

b. Endowments – Tabled until May

c. Legacy Society – Tabled until May

- Mass intention June 22 and June 24
- Annual Appreciation Event

6. New Business

*Possibility of 2 more members

*For those nearing the end of their commitment, email Bob if you have an interest in another commission

7. PLC Recommendation Form

- a. Yes _____
- b. No _____
- c. Recommendation summary. Form forwarded to _____.

*PDC would like to prepare a proposal to PLC after gathering segment information on three groups: those who contribute to Sunday Giving, Capital Campaign donors and all others who might be considered “CEO” (Christmas/Easter Only). How do we promote upgrades in giving and create more engagement? How do we approach them in different ways?

*Bob suggested that he and Chris meet before next meeting to discuss data segmentation

8. PLC Report – 3-5 items

- a.
- b.
- c.

9. Closing prayer

10. Adjournment

