

St. John the Baptist Catholic Church

Development Commission

September 2024 Meeting Agenda

September 17, 2024

- Opening prayer – **Led by Ken**
- Introductions and guests – **Led by Ken**
 PLC Chair – Greg Beyer
 Guest – Stephanie Longnecker
- Question/theme for the evening (6:40)
What are you most looking forward to with the upcoming return to the Church?
**Looking forward to our favorite pews, kneelers, children’s excitement and anticipation, a new way to get them excited*

Present	Not Present
Mark	Bob
Ken	
Don	
Steve	
Chris	
Pete	
Greg	
Mary	
Stephanie	

- Old Business – **Led by Mary**
 - a. Review PDC’s role – Mary
 - Chair – thank you Bob!
 - PLC rep
 - Recorder

- *The PDC is an advisory committee
- *Share the spirit of generosity and foster the joy of generosity
- *Mary appreciates the view from the pew
- *Bob is stepping down from the chair’s role for the year and Ken is stepping in
- *Pete is taking on the role of PLC rep
- *Janet is continuing her role as recorder of minutes

- b. Vision for Development – **Led by Ken**
 - Transformation Highway
 - Short term, mid term, long term goals

- *Transformation Highway includes on ramps, express lanes and the destination of giving
- *On ramps include entry points not run by the PDC, such as going to Mass, attending Devoted or Catholic Watchman or enrolling children in school
- *Express lanes include commitment to prayer and service
- *Traditional giving includes Sunday giving, Endowments, Legacy Society, and Special Projects
- *How do we simplify the on ramp for families of our school?
- *School families are already asked to give more than they are able
- *Offer organic opportunities to gather after mass with other parents, out of uniform pass, more school masses, gather at the playground to build community

- c. Report on goals for 2023-2024 – **Led by Mary**
 - Restore to Gather Campaign

- *PDC Goal: 28% response, 694 households
- *Achievement: 30% response, 787 households, 2,600 families
- *Work on cleaning data
- *Use feedback and quotes gathered on Why they pledged

- Endowments brochure
- *6 endowments currently
- *Brochure yet to be done
 - Vision for Development
- *Appreciation plan has to be measurable
- *Appreciation is shown through appreciation nights for our volunteers
 - Legacy Society
- *120 individuals in society
- *Work is still needed on displaying a sign for a previously committed agreement

- New Business – Led by Mary
 - a. Goals for 2024-2025
 - Grateful Hearts Growing Together Campaign - Ken
 - Segmentation for fall 2024 and communication plan
 - Weekly engagement opportunities in November
 - Invitation Weekend
 - Follow-up
- *New campaign name approved
- *Meet families where they are at by segmenting – who gives, who are they, what motivates them, segment by zip code and families with children
- *Keep campaign simple with communication, be targeted, review the last 3 years of donors
- *Replicate and duplicate another parish
- *Goal is to increase involvement in campaign back to 2020, when 472 households participated
- *Need to ask multiple times
- *Use gentler language like “Join” instead of “Commit”
- *Campaign might be confusing for some parishioners and we need to clarify of difference of the Restore to Gather campaign
- *Be transparent
- *Clarify the purpose of the campaign
- *Have a speaker at mass
- *Acknowledge and recognize parishioners many gifts within the letter
- *Explain how the church gives to the school and how it is a collaborative effort.
- *Explain how much tuition would be if the church didn’t help with basic needs of the school

- Restore to Gather follow-up - Mary
 - Pack the Pews – October 26/27
 - Pledge payments
- Legacy Society

- Endowments
- *Goal to promote endowments this year

- Bridging church and school
- *Create value of each with positive updates and use quotes, data and the principal bulletin
- *Bring updates and news of the school to church
- *Church should explore ways to communicate school news
- *Ask what the school needs fund for – school salaries, special education aid, speech services

Financial Report – opportunity to review

*Fiscal year is July 1 – June 30

*Report will be published in bulletin during Fall Fest weekend

*Report will be sent to the PDC to review. Any changes or comments need to be to Mary by Thursday

6. PLC Recommendation Form

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

7. PLC Report – 3-5 items

- a. *Vision of Development*
- b. *Grateful Hearts Growing Together campaign*
- c. *Church and School*

8. Closing prayer

9. Adjournment

