

St. John the Baptist Catholic Church

Development Commission

April 2025 Meeting Minutes

April 22, 2025

- Opening prayer – Ken (6:35)
- Guest introduction – Seminarian Andy Renier
- Question for discussion:
In what way(s) did you experience Transformation this Lent?

- *In small groups
- *Saying thank you
- *Studying Divine Mercy

Present	Not Present
Ken	Stephanie
Bob	
Mark	
Chris	
Don	
Janet	
Steve	
Pete	
Mary	
Andy, guest	

- Report from last PLC meeting – Led by Pete (6:45)
- *Discipleship and Worship Commission is interested in collaborating
- *Already collaborating with School Advisory Commission

- Old Business

- a. Vision for Development – Led by Ken (6:50)

GOAL: List new entry-level transformation opportunities

- Developing the Transformation Highway concept (Ken)
- GO. MAKE. TEACH. plan (Mary)

*Pete had a meeting with Joseph Huebl about creating Brand Guidelines into a book for SJB

*Website needs to be optimized for mobile use

*Can we offer a popup on the website for parishioners to sign up for the newsletter?

*Should the PDC come forward with suggestions on using funds?

- o Data enhancement at SJB

*SJB missing marketing and data fundamentals

*Have commissions acknowledge the need

*Investment will benefit all commissions

- Fundraising at SJB (Mary)

- o Increase Sunday Giving

*Sunday Giving is on budget

- Invite monthly givers via check to contribute electronically.

*Paying by check each month gives the parishioner control over how much they give every month

- Include parishioner testimony

- b. Grateful Hearts Growing Together Campaign Led by Ken (7:05)

GOAL: Reach 500 responses (35% of mailing)

*No more responses since last meeting

- Review marketing principles

*Create a communications calendar specifically for SJB events

- Discipleship & Mission Commission – Grateful Hearts follow-up
- Fall 2025 rollout

*November 2024 rollout seemed too late.

*Offer the whole month of November

- *Collaborate with Discipleship and Worship Commission
- *Show videos of the SJB core values and share testimonies
- *When do parents have the time in the fall to discern their commitment to the Grateful Hearts campaign
- *Take advantage of fellowship time after Mass

c. Restore to Gather – Led by Mary (7:20)

GOAL: Reach \$4 million in pledge payments by June 2025

*70% of goal reached at the end of March

- Review current status

*Reports are in progress

- Pledge payment strategy this spring

*Pledges collected in full should be asked to give again

d. Legacy Society – Led by Ken (7:25)

GOAL: Create a promotion plan

First estate gift through a member of the Legacy Society was received recently

- Preparing for Heaven event (Mary)
 - Review the event

*RSVP's were at 60 and 75 attended

*Guests appreciated the information that was shared

*Older audience, but how do we attract the school families to attend? Offer an exchange of volunteer hours for attendance or look at a better time to offer it

*Spring Break caused low attendance of school families

- Endowments brochure
- Legacy Society Mass – June 19, 5:30 PM
- Legacy Society Appreciation

e. Bridging church and school – all meeting attendees (7:35)

GOAL: Raise awareness of school needs among SJB parishioners

- Meeting with SAC representatives report

*Bob's son drafted a form for use on the website to gather school alumni data, low cost and great reward

- Tuition Assistance fundraising for 2025-2026

• New Business Led by Ken (7:45)

a. Review member terms

*The PDC terms of Bob and Mark are expiring

*Forward any suggestions on PDC replacements to Mary

b. Night of Gratitude – May 14

*Offering testimonies

*SJB has made a difference

*Night of Gratitude for ushers, musicians, etc will happen another night

c. Next month's meeting – May 20

6. PLC Recommendation Form

- a. Yes _____

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

7. PLC Report – 3-5 items

- a. Grateful Hearts in 6 months and brainstorming gratitude ideas
- b. Restore to Gather – Prepare for Heaven
- c. Go Make Teach – Are other commissions having issues with ways of marketing and data collection? – Bob will survey and access and report in June

8. Closing prayer

9. Adjournment

