

St. John the Baptist Catholic Church

Development Commission

February 2025 Meeting Agenda

February 18, 2025

- Opening prayer – Steve (6:35)
- Guest introduction –
This month’s guest – Seminarian Andy Renier
- Report from last PLC meeting – Led by Pete (6:40)
 - **Parish outreach:** looking at ways to help seniors get to appointments
 - **School advisory commission:** focusing on safety/lock out procedures
 - **Worship commission:** starting a recovery group and catechism corner
 - **Administrative Services Commission:** Mother/nursing room and chiller project
 - **Discipleship and mission:** 83 new households in 2023 and 97 new households in 2024, Sunday Mass attendance down, but Christmas attendance was larger than last year.

Present	Not Present
Stephanie	Ken
Steve	Janet
Peter	
Chris	
Mark	
Bob	
Don	
Mary	
Guest: Andy Renier	

- Old Business
 - a. Vision for Development – (6:45)
 - **GOAL:** List new entry-level transformation opportunities
 - Developing the Transformation Highway concept (Steve)
 - GO. MAKE. TEACH. plan (Mary)
 - We now have a marketing budget, so over 5 years have ways to market on-ramp ideas. Send ideas to Mary.
 - Fundraising at SJB (Steve)
 - Feeling oversaturated and overwhelmed. Right now, we treat everyone the exact same. We need to figure out how to invest into audience segmentation. Mary is meeting with a software group to discuss our needs and see if they can help.
 - **Many of the problems we are seeing: lower attendance at Mass, lack of giving (Sunday Giving is down), people feeling overwhelmed by all the asks. All stem from our lack of understanding our audience segmentation. Our main goal is to build a more intimate process with people by focusing on: People. Processes. Systems.**
 - b. Grateful Hearts Growing Together Campaign (7:10)
 - **GOAL:** Reach 500 responses (35% of mailing)
 - Final totals
 - 384 responses. We have a pledge total of over a million dollars. Last time: \$970,000
 - 33% of respondents said they would increase. 50% said they would give the same. Handful is decreasing.
 - Doubled our online participation
 - Recruited 20 new volunteers
 - 3 new legacy society members
 - 4 new prospects of putting SJB in their will.

- Thank you mailing
 - Other ideas

 - c. Restore to Gather – **Led by Steve (7:20)**
GOAL: Reach \$4 million in pledge payments by June 2025
 - Update - February 16 bulletin
 - As of 1/31/25 we have received almost two-thirds (\$3,221,747) of the \$5 million pledged.
 - There is a detailed recap in the February 16 bulletin on pages 3 & 4.

 - d. Legacy Society – **Led by Mary (7:30)**
GOAL: Create a promotion plan
 - Preparing for Heaven event
 - March 26, Social - 6:00 PM, Program – 6:30 PM
 - Mary created a flyer. Will be 3/26/25 from 6:30-8PM (Doors open at 6 PM).
 - Looking for volunteer help, will be asked next meeting for availability
 - Save the date will be in 2/21 weekend bulletin.
 - Endowments brochure

 - e. Bridging church and school – **Stephanie/Mark/Bob/Don (7:35)**
GOAL: Raise awareness of school needs among SJB parishioners
 - Meeting report - SAC representatives
 - Met with Molly and Abby from SAC. Stated that there is a need to reach out to alumni, but school is stretched thin and has no admin to do this. We currently have no alumni database.
 - Pitched the idea of adopting a student and sponsoring their tuition, they liked the idea.
 - School is worried about the governor’s new proposed private school budget cut. Please write to your local politician and express concern.
 - Will be having a follow up meeting with them.
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- New Business
 - a. Next month’s meeting – March 18 (5:30 Mass)

6. PLC Recommendation Form

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

7. PLC Report – 3-5 items

a.

b.

c.

8. Closing prayer

9. Adjournment

