

St. Dominic Marketing Minutes

January 25, 2010

The meeting was held in Marcy Center 6 at 7:00 pm. Present were Lynn Heitman, Dan Herda, Linda Wetzel, Molly Schmidt, Angela Zuniga-Meyer, Michael Ricci, Father David Reith, and Meg Picciolo.

November 23, 2009 minutes were approved.

Marketing Budget: The 2010-2011 Marketing Budget was distributed. The parish could consider offering sponsorships for the quarterly newsletter. We should also look to "In Kind" printing for publications and promotional pieces. Advertisers for the newsletter would compete with bulletin advertisers. We should add a message to the bulletin once per month such as, "Please support our advertisers who cover the cost of our bulletin!" or "This bulletin is paid for by our generous advertisers." Review the number of fundraisers per department and consider whether the number impacts general stewardship. Child/Youth stewardship envelopes were not supported. A regular program that helps parents teach Catholic values would be more beneficial; have students create their own stewardship envelope and place in collection baskets. The envelopes could be put on display. Design templates could be provided on the website. Report the amount kids donate. The front desk helpers could count vs. the Sunday Collection counters. The parish should determine what contribution category the monies should be placed. Envelopes should have envelope # included if parents want it credited to their account. Provide other suggestions that help parents instill the spirit of giving, such as birthday gifts for charity.

FIOF: Michael indicated that the March 20/21 live presentation may need to move to April due to later receipt of new project renderings and information. Feb 6/7 presentation will only need a follow-up if the Buy a Brick reverse auction occurs. FIOF fundraising materials could include 5 Good Reasons to invest in St. Dominic: largest # of volleyball teams in the Archdiocese, major player in Catholic education, people are looking for a place to grow roots....etc.

Appeals: The stewardship message reminder Masses was good. 2nd follow-up letter could copy or reflect the Mass message. Include the importance of pledges to build a budget. T&T Commitment weekend is March 13/14. The handbook design created last year will be updated. No new design needed. An In Kind Flyer has been developed and will be included with the handbook mailing.

Mass announcements: The committee recommends that the parish review Mass announcements. There are too many announcements and many are too long. Messages should not be repeated. They recommend that usher, lector and EM schedule announcements be eliminated. Community moments have the greatest appeal and impact. Witness talks, such as new members speaking about why they are happy at St. Dominic, etc.

Catholic Schools Week DVD: Linda requested assistance in developing a DVD to play in the narthexes for Catholic Schools Week. The DVD would thank the parish for their support and show the many activities happening in the school. Dan will create the DVD. Meg will supply photos and the school shield logo.

Writer's Guidelines: A determination should be made as to how the partial parish mission statement that is used as a tag line should be published. Meg will ask Mike Laskey for his input as well as his assistance at developing the Writer's guidelines.

Submitted by Meg Picciolo

Agenda February 22, 2010

Mass announcements follow-up

Direct mail yearly campaign recommendation

E-distribution, social media communication alternatives

FIOF/Master Plan presentation feedback & update

Print portal postcards/School promotional items

April newsletter articles