

Marketing Committee Minutes
May 23, 2011

Meeting began at 7:00 pm in Marcy Center 6. Present were Dan Herda, Sarah Hyde, Lynn Heitman, Molly Schmidt, Angela Zuniga-Meyer and Meg Picciolo.

Minutes from February were approved.

Stewardship Appeal/Assessment Gathering: Committee members who attended commented the following: all were amazed at how much they did not know. They felt more information was needed to answer the questions in the survey; more questions should have been asked. They felt that more time should have been allowed for discussion and each table should have had a scribe to take notes of comments and suggestions. They all would have liked to get a more out of the event; even a two-night event. Only generic information will be provided from the data from the surveys, while a discussion or dialogue portion would have offered a better overall picture from which to design a plan. All were in agreement that stewardship is not just about money and parish communications need to continue to support this message.

Master Plan Recognitions: The committee recommends combining all donations to determine level of giving or total donation amounts. Names could have designations indicating to which campaigns they donated and include a key: F = FIOF, BA = Buy a Brick-Auction, BF = Buy a Brick-Festival, P= Pledge to Pledge, or use an asterisk to indicate donations to multiple campaigns. Top Donors could be recognized by unique or special wording. Were not aware of any public recognitions on campus that included the dollar amount of any donation level. Public display of dollar amounts must be approved by all donors in addition to name inclusion. Those not wishing to have dollar amounts associated with the name/gift could be listed under an anonymous gift level category. The default category for those we do not receive a response would be the no amount level.

Newsletter Update: In 2011-2012 we will be publishing 4 (quarterly) Seek Christ Newsletters mailed in envelopes. Special envelopes will be printed. Envelope designs options were reviewed. All were acceptable. Preferences were mixed. Next edition is scheduled for the end of August. Newsletter editors have scheduled a planning meeting. Article suggestions were: an article on a young adult going to college for the first semester; and an interview with James Cucunato. Parishioners are curious about the whole Cucunato family, and their many talents.

Guidebook/New Family Folders: The books will be mailed to all homes in June. Extra pages were allowed by LPI. The Guidebooks contain information that is currently provided in the New Family Registration packets/folders. These packets are overdue for review and update. Currently, there are 3 folders of materials given out, along with the 2006 Photo Directory, temporary offertory envelopes and calendars. Review of school materials show much is out of date. FIOF materials will no longer be needed. Need to assess what information should be included and best format. New pocket folders need to be ordered. Two pocket or three pocket folders are available. Folder cover should coordinate with Guidebook cover.

Annual Calendar Giveaway: Only one person on marketing takes a calendar, however, many of our senior members appreciate and use the calendars. Recommend larger boxes to write information within, or reducing the amount of text in each box. Most committee members use online calendars. There would be more interest in a calendar with St. Dominic photos, not generic photos, important parish dates. Creating our own calendar is still the recommendation, even if donations need to be requested.

Submitted by Meg Picciolo