

**DRAFT 2**

I. Strategic Initiative: **Expand Our Reach**

<b>Action</b>	<b>Responsible Party</b>	<b>Timeframe</b>	<b>Success Criteria</b>	<b>Status</b>
Continue to grow the Marketing Committee by adding 3 to 5 new members with marketing expertise in web design, social media marketing and direct mail.	Gabi, Ralph, Alyssa, Maya	All year	1 + new member starting with November meeting. Goal to add several more by February meetings.	
Maximize Aging But Dangerous sponsorship.	Alyssa, Ralph	Ongoing	Increase in social media connections and donors we can tie to ABD.	
Publicize “Why I give” stories in e-news and social media.	Alyssa Howells	In each Bold Moves issue. Also in monthly emails.	Will appear in Fall Bold Moves issue. Tried for earlier issue but had trouble finding willing participants.	
Expand speaker’s bureau opportunities by identifying organizations and key high schools that may be interested in having us speak to them and request the opportunity to do so. Need to pursue virtual/online engagements.	Ralph coordinates speaking gigs for him, CSJs, ministry directors. Check with Joan Phillips on ideas for outside groups who use the Carondelet Center. Promote through Aging But Dangerous Chapter meeting.	On hold due to Covid. Virtual engagements could be scheduled for FY 2022 Q2, 3 and 4.	Active: Research speakers’ bureaus and how to get on speaker lists. Passive: Continue to accept invitations to speak.	
Conduct a donor survey by identifying a segment of the donor pool to receive a	Alyssa, Ralph	December- February	Responses received from 20% of those surveyed; indicate preferred choice	

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survey; potential for focus group or follow-up interviews.			of communication in Raiser's Edge	
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II. Strategic Initiative: **Refine Our Social Media and Web Presence**

Action	Responsible Party	Timeframe	Success Criteria	Status
Continue to improve Ministries Foundation website using a template that the other ministries may choose to emulate for consistency of navigation and messaging throughout .	Gabrielle and Kris will lead this effort. All marketing committee members will contribute feedback. New members will actively assist.	All year.	Need to determine metric improvements	
Pursue Facebook giving opportunities for subscribers to gift the Foundation in honor of someone's birthday, anniversary etc. Or possibly use GiveMN platform.	Marketing Committee Development Committee Alyssa Howells	Design and develop plan for FY 2022.		
Improve social media impressions by exploring new ways to grow subscribers to Facebook, Instagram, Twitter and LinkedIn.	Maya will lead new social media marketing sub-committee	Ongoing	Determine metrics based on current baseline subscriber numbers.	

III. Strategic Initiative: **Develop Our Internal Relationships**

Action	Responsible Party	Timeframe	Success Criteria	Status
Continue to work with two ministries – St. Mary’s Health Clinics and Sarah’s . . .an Oasis for Women – on their websites and social media.	Alyssa Ministry Directors	Ongoing.	Have websites that are integrated and better understood, easier to navigate.	
Create and send “welcome pack” to be sent to all new donors telling the story of the ministries and listing the ways they can support them (include bumper sticker)	Staff Marketing Committee Development Committee	Need to prepare plan for implementation for early Fall.	New donors receive timely and consistent welcome packets after making an initial gift	
Create 2-3 impact stories per ministry that can be used in printed, digital, and personal communications	Staff Ministry Directors	Ongoing One story per ministry by December 1; 1-2 more by March 1.	Usable, compelling and diverse testimonial stories	