

ADVANCEMENT BOARD MEETING

February 16, 2017

Angelie's Restaurant – Naperville, IL

ATTENDING: Frank Glowaty, Will Hemsworth, Tom Boler, Karen Meskill, Rob Lyon, Bill Burris, Craig Bennett, Nicole Jurjovec, David Fox, Grace Hanrehan, Mark Hattas, Tommy Walter, Michael Bracken, Dave Fox, Rob Lembach and Brian McDaniel.

Agenda (See Exhibit A)

I. Opening Prayer

II. Old Business

- a. Approval of Minutes.

1. **Motion to Approval November 17, 2016 and January 19, 2017 Meeting**

Minutes: A motion was made, seconded and approved by all in attendance with no opposing votes. (See both minutes at Exhibit B)

III. New Business

- a. Tommy Walter was welcomed as the newest member of the Board and provided a brief explanation of his intentions to build a data base of SSPP's "Young Professional" alumni of 35 years old or younger. Intent is to create a single Facebook page inviting the last 15 years of graduates seeking their email address, cell phone numbers and mailing addresses which will be pushed to Frank Glowaty for inclusion in the master data base.
- b. Bill Burris asked if a similar Facebook page could be built and managed by someone else. Tommy said he would be willing to build one and turn it over.
- c. Will Hemsworth raised the issue of who would have authorization to access the Facebook account and manage content. Tommy would look into providing authorizations to whomever Frank directed and that he would coordinate with Frank on approval of content.
- d. Frank Glowaty welcomed everyone to the Board appreciation dinner and thanked everyone for their participation on the Board.
- e. Frank passed out a report titled "**Tracking Annual Fund Gifts**" (See Exhibit C) addressing YTD contributions vis-à-vis the last two years observing that the lack of contributions YTD were disconcerting. He explained all of the efforts to provide more responsive and more personalized communications to donors. And recent efforts provide personal profiles on alumni to generate new interest in giving to the school.
- f. Karen Meskill opined that scheduling the auction earlier this year may mean folks are considering making donations at that event and in any case there will be four months left before the end of the fiscal year for folks to donate and allow us to continue to communicate.
- g. Will Hemsworth asked if anyone had been hearing any chatter about the annual fund. Grace Hanrehan had heard some folks would rather donate where their money would benefit the children and families currently enrolled at the school versus at some time in the future.

- h. Will Hemsworth raised the idea of a matching donor/challenge gift drive that would pledge a certain amount of money if other donors were to meet a certain to be defined goal (a certain # of donations regardless of amount, a certain # of donations before a set deadline or for meeting a certain dollar amount). He suggested that such a matching donor/challenge gift drive might be successful after the auction and spring break and near the end of the tax filing season. Bill Burriss noted that if we were to try such a drive that we would need to have a robust and sustained messaging campaign before and during the event to capture folk's attention.
- i. Will Hemsworth asked if Advancement Board Members would be willing to send a note to Frank Glowaty regarding how much they were willing to pledge for this year's Annual Fund as the total might be the source for a matching gift.
- j. There was a broader discussion of what individual or family might be willing to make a matching gift.
- k. Brian McDaniels raised the idea of asking donors to make a small % increase in the amount they made last year. Rob Lembach noted that while the number of families making donations is falling off there is still a core group of families who continue to contribute and questioned whether it was appropriate to ask them to make % increases out of concern that we might offend them.
- l. Will Hemsworth noted that our time and efforts would be better focused on trying to mobilize those that are not contributing or only contributing small amounts.
- m. Bill Burriss suggested we need to spend more time and resources on how we sell ourselves and cater more to our customers.
- n. Will summarized the discussions noted in paragraphs a. through j. above by asking [Will I missed the action item that you mentioned following the aforementioned paragraphs – please fill in the blank here].

IV Committee Reports

- a. **Data Base & Social Media Committee:** Craig Bennett reported the committee recommended that Customer Relationship Management (CRM) software focused on fundraising for non-profit faith-based entities be evaluated for use by the school/church. The value proposition is that the software provides single place to build a donor data base that would institutionalize donor contact information, tracking donor history and the ability to leverage the software's algorithms to mine certain data from within the database and social media for more targeted communications and campaigns. Craig mentioned one company called "Virtuous" who was willing to set up a web based GoTo meeting during a Board meeting to better explain all the features of the software. **(See Exhibit D for Virtuous Proposal).**
- b. **Finance Committee:** Rob Lembach raised a series of questions about what is the goal of the endowment which is now at ~\$13M. Do we want to tell the SSPP community that we are targeting \$XM and if so, why? The question was raised because of the concern that since we already have ~\$13M that is enough and that there isn't any real urgency or need to increase the size of it. Brian McDaniels noted that perhaps we need to create a big hairy audacious goal – created a goal versus not having one at all. Bill Burriss asked

if we ever had pursued getting grants. Frank observed that since we were not a low income financially challenged organization, that grants were not typically a focus of the church or school.

- c. **Rummage Sale Committee:** Nicole Jurjovec reported that she had learned of a new fundraising idea focused on Sports Trivia that had generated ~\$40K for another church. The idea is based on creating teams organized by tables, each table costs between \$350 and \$500 dollars. Cost per table is driven by what we would provide for each table – like drinks, cigars, food, waitress service, etc. We could buy the trivia questions the other church has prepared over the years. The idea was well embraced by the board, but Frank Glowaty made the observation that to fit it into the calendar would likely mean we would have to strike something else. One suggestion was made that the Sports Trivia night would likely produce 3x for 4x the money the Rummage Sale produces for a fraction of the time and effort required. Tommy Walter recommended it be held the Friday night of Father’s Day Weekend. **Action Items:** Will Hemsworth will look at the school calendar to establish when a Trivia Night might fit in, but for now the Rummage Sale is still on until otherwise indicated.
- d. **Joint Finance Board Meeting Report:** Rob Lyon passed out a Joint Finance Board Meeting Report, dated February 4, 2017 (**See Attachment E**) and walked the Advancement Board through the entire report. Karen Meskill noted that she recently attended a Dioceses level meeting where reports acknowledged student enrollment is down across all schools and that part of the reason is a falloff in birth rates following the 2008-09 financial crises. Rob explained that the School Board was requesting for \$108,867 to address: (i) tuition assistance, (ii) the teachers’ endowment (PEBP), and (iii) capital expenditures. (**See Exhibit F for December 2016 SSPP School Endowment Funds Dashboard**) The following four (4) motions were made and approved:

1. Motion to Approve Funding of 2017/2018 Capital Expenditures: A motion was made, seconded and all in attendance voted in favor of approval with one opposing vote made by Dave Fox who objected on the grounds that he didn’t believe there was sufficient evidence provided to the Advancement Board that the projects had been bid to secure the best pricing possible.

2. Motion to Approve 2017 Funding of the Teachers Endowment (PEBP): A motion was made, seconded and all in attendance voted in favor of approval with no opposing votes.

3. Motion to Approve 2017 Funding of Tuition Assistance: A motion was made, seconded and all in attendance voted in favor of approval with not opposing votes.

4. Motion to Approve Use of \$15K of Moser Family Donation for the Annual Dinner Dance: A motion was made, seconded and all in attendance voted in favor of approval with no opposing votes.

With respect to the Dave Foxes concerns regarding the lack of evidence of the bidding process for Capex projects provided to the Advancement Board, Tom Boler explained the capital expenditure approval process. There was several minutes of discussion on the topic with both Mike Bracken and Rob Lembach asserting that the Capex approval

process was robust and required the solicitation of bids. It was noted that the total amount requested of \$108,867 doesn't reflect the bids but rather the maximum 4% that the Advancement Board can approve and that the Capex bidding process would follow the availability of the funds. Dave Fox asserted that the Advancement Boards approval of funds should reflect review of competitively bid projects so we can validate the justification of funds before the money is released.