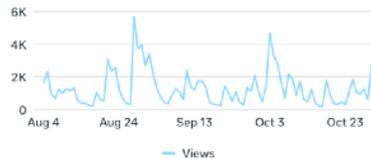




HIGHLIGHTS

- Supporting the capital campaign in a variety of ways now and in the future, including written content, website content, etc.
- Facebook view data (number of times content was displayed in people’s personal feeds):
 - Full fiscal year June 1, 2024 to May 31, 2025: **443,352 views**
 - Last 90 days: **118,139 views**



- Provided key support for 40 Hours of Giving: email copy, website page, social media posts, etc.
- Supporting upcoming Online Auction and Giving Tuesday (Dec. 2).
- Supporting upcoming “25 Days of Gratitude” that begins on the first day of Advent. 25 different voices will offer reflections as a way to give back spiritually to our larger Mountain family. A weekly email will be sent with seven days of reflections.
- Produced a QR code that’s been placed beneath the Dan Riley and Hurley icons in the House of Peace; when scanned with a phone, a video will play featuring Br. Robert Lentz explaining the icons.
- Archiving Dan’s digital content remains a priority. Nearly finished downloading all podcasts from the third-party host so we have our own copies. Plan to add them all to our website so we can eventually end the yearly payment for the third-party service.
- Upcoming ideas: “Mountain for Your Heart” demo experience; helping to update cabin binders with more current information; build new website presence explaining the Theology of the Kitchen; new website photo galleries (the chapel, House of Peace); potential “prayer field guide” that visitors can take with them with prompts, trail map, places to pray, etc.

Committee Charter: Established in 2013 as a core, cooperative and collaborative team to provide professional communications guidance, skills and insight in support of the Mountain’s mission. Our work will help guide many aspects of communications to help ensure a common message, voice and palette to the many people who minister on behalf of or share life with us. Our work will help shape the Mountain’s voice in an increasingly fragmented communications world.

Committee Members: Greg Licamele // Mategia James // Christine Cusick // Jacqui Bollinger // Mike Camoin // Matthew Cressler // Evan McElroy // Mary Domes // Mike Fenn // Kathy Colucci // Mary Giardini // Br. Kevin // Natalie Pronio // Rob Buckla // Alexis Serio // Audney Burnside