



## HIGHLIGHTS

- Preparing to support Online Auction with scheduled email and social media messages.



- Preparing for Giving Tuesday online fundraiser (Nov. 30), which will feature a video of the brothers talking about life at the Mountain. Support for Giving Tuesday has grown each year:
  - 2020 = \$44,000
  - 2019 = \$26,000
  - 2018 = \$14,000
  - 2017 = \$7,000
- Preparing two additional digital fundraisers: 1.) End-of-year ask, which will build upon the Giving Tuesday video 2.) Hungry for God campaign, which will launch in January targeting younger alums.
- Produced podcast #'s 241-243, a mini series on St. Clare that will continue for several more episodes.
- Updated and published the Fr. Dan Hurley Society webpage, as well as accompanying video content in Hurls' voice.
- Planning to reopen the Online Marketplace at <https://mountainonline.org/market> until Nov. 16.
- Started a simple online prayer circle for the intentions shared on our website. People will be encouraged to join the email list this coming week and will be notified when new prayers are added.
- Will align committee activities with the work of the strategic plan as it unfolds in 2022. Will use strategic plan content from upcoming print newsletter and share on digital platforms/website.



**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.