



## HIGHLIGHTS

- Planning is underway for the Giving Tuesday online fundraiser. Voices/videos from the Living Stones weekend will be highlighted in this year's asks on Nov. 29. Support has grown each year:

2021 = \$52,000	2018 = \$14,000
2020 = \$44,000	2017 = \$7,000
2019 = \$26,000	

- We continue to work on strategic initiative #4, expanding the footprint of the Mountain, by reviewing our materials and preparing to draft a marketing and ministry plan in collaboration with all strategic plan areas. Our work also includes drafting an updated Mountain style guide, which will be circulated soon for feedback and further collaboration.



- Recently produced podcast #261.

We also celebrated a milestone by surpassing 100,000 downloads.



- Collaborating with Advancement to support the Online Auction.

- Built a robust web presence to support *Franciscan Lectio*.



- Welcomed Claire Fisher (Bona sophomore, office intern, Mountain Community Leader and recent summer companion) to our committee to provide student perspective.

- In early 2023, plan to relaunch monthly email newsletter, build online library of documents/resources, and outline additional big picture and tactical support for the strategic plan.

**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.