



## HIGHLIGHTS

- Supporting the capital campaign in a variety of ways now and in the future, including written content, website content, etc.
- Discerning and applying for a significant grant funding opportunity from the Lilly Foundation. A \$50,000 grant would provide support for storytelling, which the organization wants to award to help convey the “vibrancy of Christian life” to target audiences — “stories that will illuminate, give hope and help to heal our fractured world.” Deadline to apply is Feb. 24.
- Monthly email newsletter continues with great fervor and constant planning. Committee has discussed refining the presentation of the newsletter to meet how people better consume content, such as shorter, more impactful articles and perhaps shorter newsletters so readers are not overwhelmed by too much information.
- Social media content continues on Facebook and Instagram. One area to explore more is an ongoing content calendar with regular content contributors.
- Mike Camoin is leading the production of a short video about Fr. Lou, chronicling a day in his life at the Mountain. Planning for a release around the end of the fiscal year.
- Website work includes a forthcoming new/updated “Resident Community” page, as well as integrating more content about the “theology of the kitchen” using our Giving Tuesday video as a basis for explaining the interactions within that space.
- Archiving Dan’s digital content remains a priority, including downloading all podcasts from the third-party server.

**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:** Co-Chairs: Mary Freeman & Greg Licamele // Matrecia 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 // Claire Fisher