

### HIGHLIGHTS

- Enewsletter - 3rd Thursday each month, coordinated by Mary and Christine
  - Open rate - 38%\*
    - Enews 35%; Ads for events 38%; Lenten reflections 41%
  - Contains the 3 Peaks including: Video from Kevin, friar reflection, news, ads for upcoming events, personal reflections
- Print Newsletter - quarterly, coordinated by Mike, Kevin and Michelle
  - Late June will feature public phase of endowment
- Lenten Reflections - 13 emails, positive feedback
- Don Smith to formally join the committee in May and attend as time permits. He will be a bridge for the Weekends and More Branch as he livestreams events and has practical knowledge to share.

### CONTINUE

- Promotion of Events at the Mountain and on the Road
- Monthly Enewsletter
- Provide guidance and assistance for the office, other branches and initiatives
- Support the Capital Campaign
- Have a presence on Social Media
- Continue to develop, expand and upkeep the website

### FUTURE

- Provide assistance with the 40 Hours of Giving and Giving Tuesday Appeals
- Help to advertise and support the Special Franciscan Jubilee Year of St. Francis
- Work on archiving/preserving our assets
- Expanding our Podcast offerings



\* Typical non-profit open rates are 25-35%; top performers 35-40+%

**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 // Jacqui Bollinger // Rob Buckla // Mike Camoin // Kathy Colucci // Christine Cusick // Mary Domes // Evan McElroy // Mike Fenn // Mary Giardini // Matrecia James // Br. Kevin Kriso // Natalie Pronio // Don Smith // Alexis Serio // Audney Burnside