



# Saint Demetrios Greek Orthodox Church

## C a p i t a l C a m p a i g n F o u n d a t i o n

**Date:** Wednesday September 13<sup>th</sup>, 2023

**Time:** 11:00 AM-11:30 AM

**Attendees:** Peter A, Tim J, Efie S, Tina E., Andy T.

**Absents:** Father P.

**Minutes Taker:** Efie S.

### Agenda

1. Communication between the Capital Committee Foundation and St. Demetrios Parishioners and St. Demetrios Office.
2. Email list (how to use it, how to compile it).
3. Thanos Petrelis event and sponsorship update.
4. Website update (discussion about mailing address, Donate section, About us, FAQ). <http://stdemetriosfoundation.org/>
5. Vision, Purpose, Mission of the Capital Committee Foundation.
6. Newsletter (view suggested attached sample).
7. Parking lot: Non- Profit Organization status, Investnext

### Minutes

1. Tim shared that the Capital Committee foundation needs be transparent with the parishioners about all the steps and the decisions that are made. To achieve that it is crucial to communicate effectively with the parishioners. Tim J. shared that the Committee needs to use the website, emails, hardcopies and the church bulletin. Peter A. shared that the Committee should keep uploading the minutes on the website and have a monthly newsletter which will be shared via email or printed and distributed via mail. Peter A. also mentioned that we can purchase ½ page on the back page of the church bulletin as a space to advertise about the Capital Committee news, website, request for donations etc. This way we are not seeking permission, rather communicating what ad we will be placing, what that ad looks like. He also shared that we should keep Father P. and the Parish Council updated. Tina E. shared that all personal oral communications should be followed



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by an email with cc all the members of the Capital Campaign Committee. This way many miscommunications will be avoided. Peter A. shared that it is important to keep the “Post Meeting Update” section in the minutes to make everything very clear and transparent.

2. Peter A. said that all email correspondence should be professional and devoid of negativity. The Capital Campaign Committee will update Bill’s database and use it for regular communication with the parishioners. Efie S. expressed her concern that some individuals may find these emails unsolicited and unwanted if they have not consented to receive them. Peter A. explained that we need to send an introductory email where the parishioners will either consent to receive monthly updates or opt out. Andy T. shared that it is important every time a donor or a sponsor makes a donation to send him a thank you card and include him in the database. Peter A. expressed his preference to handwritten cards and notes and suggested an online store “Moo” from where we can purchase cards in the future. Tina E. shared that she will try to make the Capital Campaign Foundation’s logo more professional and she will share it with everyone for approval.
3. Tina E. said that she has no updates this week. She shared that the total amount of donations reaches \$10,000 and she hopes that this amount will be doubled. She still works on sponsorships and selling tables. She is in contact with 2 new potential sponsors and she will have news next week. Peter A. shared that he is talking with a promising donor and he will share updates next week.
4. Efie S. said that she needs feedback on the website to be able to move forward. Tina E. offered to open a PO Box for the printed correspondence and the PO Box address will be listed on the website. Efie S. asked for help with the Donate button of the Website. Peter A. and Tina E. offered to help with it. Efie S. shared a sample monthly Newsletter. Peter A. said that he liked it but he would like to add a section with “Community events” in the Newsletter. Efie S. expressed her concern that it may be complicated to ask for information from the church office and the different ministries for the Newsletter. Peter A. shared that there is no need to ask permission from the church for us to advertise and promote items that are already in the church bulletin or the church website. Everyone agreed that it is a good idea to have a “Community events” section. Efie S. also asked help with the “About us” section of the website. She said that she needed details (numbers, dates, costs etc.) and historical elements. Lastly, Efie S. shared that she needs help with the “Frequently Asked Questions” section of the Website.



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### **Post Meeting Update**

1. Tina E. shared an updated logo and the members approved via email.
2. Efi S. started different threads of emails with topics for discussion and collaboration (Donation button, newsletter etc.)
3. Andy T. and Peter A. shared via email ideas for the mission, vision and values of the Capital Campaign Foundation Committee.