



Saint Demetrios Greek Orthodox Church

Capital Campaign Foundation

Date: Wednesday September 27th, 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. Thanos Petrelis concert and sponsorship updates.
2. Brunch with Petrelis updates.
3. Capital Committee Foundation mission, vision, values approval (Andy T.'s document attached with Andy T and Peter A's suggestions.)
4. First blast email (Efie's suggestion attached below)
5. Website feedback (content and presentation).
6. Ideas for future fundraising events (discussion about how often and type of events)
7. Parking lot: Investnext (discussion when there are news to report)

Minutes

1. Tina E. shared the sponsorships for the concert. Bruce and Nikki Halle, Alba and Nizar Sukkar (American Family Insurance), Alex and Helen Rodriguez (Gibson Insurance Group), Julie & Lee Horner, Philoptochos, AHEPA and Rio Nuevo. Tim J. suggested to talk on the phone with potential sponsors instead of sending emails. He also offered to help Tina E. and make phone calls to potential sponsors that Tina E. has in mind. Tina E. shared that there are 127 seats left for booking. Tina E. will try to delegate to the members of the Committee the tasks for the organization of the Petrelis Concert.
2. Tina E. shared details about the "Brunch with Thanos Petrelis" and said that she will share the flyer from the promoter later in the day. Tina E. said that we need to start advertising the event as soon as we have the flyer. Also the availability for this event is limited to 200 seats.



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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

3. Tina E. and Andy T. suggested to add the value “charity” to highlight the community aspect of the Foundation. All members agreed with the suggestions and the Mission, Vision and Values of the Committee were approved.
4. Peter A. talked about his vision and goal for the next period (before, during and after the Petrelis concert). He said that he would like to have \$5,000,000 in soft commitments (pledges) for the next 5 years until the Petrelis Concert. He said that there are 3 donors at this moment who have pledged \$350,000 and the Petrelis Concert is a great opportunity to share the news and show people we have momentum and possibly ask for more pledges. Andy T. shared that big sacrificial commitments need more than just a phone call. He said that there is an idea that needs to be cultivated. Tina E. suggested to have different categories of donations and create momentum in every category.
5. Everyone agreed that the first blast email needs to be sent by the end of the week. Efie S. read her suggested text. Efie S.’s suggested text includes a paragraph about the committee and its mission, a paragraph about the donation and pledges, a paragraph about the Petrelis concert, a paragraph about the “Brunch with Petrelis” and the conclusion thanking the parishioners for their support. Tim J. suggested to replace the word “soft commitment” with “pledges” which is easier to understand. Also Efie S. asked for detailed numbers of the pledges and restricted account amount. Efie S. shared that she would like to send a second blast email with the website information and the newsletter at the beginning of October.

Post Meeting Update

1. The same day, September 27th, 2023 Tina shared the “Brunch with Petrelis” flyer and the members of the Committee will work on advertising this event.
2. On Friday, September 29th Efie S. sent the first blast email to the St. Demetrios parishioners.