



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 October 4^h, 2023

Time: 11:00 AM-11:30 AM

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

Absents: Tina E., Father P.

Minutes Taker: Efie S.

Agenda

1. Thanos Petrelis concert updates and task distribution.
2. Brunch with Petrelis updates and task distribution.
3. Sponsorship
4. Future volunteer opportunities
5. First blast email report
6. Newsletter (date, content, for sample see the link below)
<https://preview.mailerlite.io/preview/616008/emails/100882216689600417>
7. Website (launch date)
8. Ideas for future fundraising events (discussion about how often and type of events)

Parking lot: Investnext (discussion when there are news to report)

Minutes

1. Peter A. informed the members of the Committee about the Petrelis Concert. He said that about 110 tickets remain available for purchase. He also shared that on Monday after Father's and Andy T's announcements after the Divine Liturgy at the church there was a surge of ticket purchase on Eventbrite. The same pattern followed the blast email on Wednesday and some people purchased their ticket after the email. Peter A. shared that there is a to-do list for the Petrelis event and Efie S. will share this list with the members of the committee after the meeting.



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2. Peter A. shared that the sales of the Brunch event are slow. He expressed his optimism that ticket sales will go better as we approach the date of the event. The brunch with Petrelis can accommodate only 200 people and thanks to an anonymous donor who will cover most of the expenses the proceeds will benefit the Capital Campaign Committee. Tim J. believes that the sales of the brunch event will increase the last minute, especially after the Concert that most of the people will want to have another chance to meet Thanos Petrelis.
3. Peter A. said that all the sponsors of the event should be listed on the website and during the event we will have a program with the sponsors. Efie S. shared that she is taking care of all the program and the website and she will need help on how to list the sponsors in the bi-fold program. Peter A. said that the amount of sponsorship is about \$12,000 and the expenses have been covered. All the amount that the Capital Campaign Foundation makes from now on will be profit. He also shared his belief that no matter the profit of the event it is a great thing for the Community to see that events happen and things move forward.
4. Peter A. shared that an anonymous sponsor will offer a videographer to cover the Thanos Petrelis Concert. These professional videos can be used in the future for the promotion of other events or the Festival. Also, the same person will offer one professional to help the Petrelis team with the sounds and the lights of the event. Lastly, Peter A. shared that this year will be a Volunteer opportunity for the members of the Capital Campaign Committee. The money paid to the volunteers will benefit the Capital Campaign Foundation and the amount is estimated to be between \$2,000- 3,000. All the members were very excited with the opportunity and offered to help. Andy T. shared that on Sunday after the Divine Liturgy he talked to the parishioners about the Capital Campaign Foundation and the Petrelis Concert. It was apparent that all parishioners were very excited to see that things move forward.

5-6. Efie S. shared the report of the first blast email according to which more than 40% of the parishioners opened it and read it. Efie S. sent a second email on Monday October 2nd advertising the Concert and the Brunch event. According to the analytics the 33% of the parishioners opened this email. She shared that some people may have received it in their spam or promotions folder but this happens with emails with many links. Efie S. thinks that we should send a new blast email at the beginning of next week with the Newsletter. Efie S. had attached a preview of the sample Newsletter and explained the content to the members of the Committee. The newsletter will include information about the Mission, Vision and



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Values of the Capital Campaign Foundation. It will be the first time that there will be a link to the Website. It will be the last chance to advertise the Concert and the Brunch with Petrelis and there will be links for ticket purchase. Lastly, there will be a paragraph about other community events. Efi S. has included the St. Demetrios Feast Day and The St. Demetrios Brunch on October 29th. She asked everyone to have a look at the newsletter and the website and give her feedback. Andy T. shared that it is very important for the operations of the Committee to go well and things will go better.

Post Meeting Update

1. Efi S. shared the Thanos Petrelis to do list with the members of the Committee.