



## Executive Director's Report January 18, 2023

### Updates & Discussion

#### **FOCUS FORWARD CONFERENCE**

The Diocese is in the process of cutting us a check for **\$6,023**. This added to the **\$4,240** from Focus Forward puts us over **\$10,000!** We are looking forward to the 2023 event which is scheduled for October 21st.

**BGCF GOODGIVING CHALLENGE** - We received a check for **\$435.78**. As a part of this we received **\$131.63** from the Marksbury Match. I wasn't expecting this! We had another donation on Giving Tuesday for **\$500**, but it was sent directly to us. I am meeting with Lauren Parsons at BGCF to plan for the 2023 GG Challenge. I think with a good plan we can increase our donations during the next challenge this fall.

#### **ONLINE DONATIONS THROUGH SQUARE** - Interesting information about our online giving:

2020 - 11 donations - \$8,750

2021 - 16 donations - \$16,230

2022 - 52 donations - \$31,765

**LUMINARIA 2023-** The planning committee is meeting **Thursday, January 19**. We have the location (Campbell House), the emcee (Angie Beavin), and the guest speaker (Fr. Corpora) secured. **Southern Glazer's Wine and Spirits** have agreed to sponsor again this year.

I am finalizing the nomination process. The same selection committee is going to help us again this year.

**Eddie Bauer**, the DOL communications director, has offered to share the Luminaria 2023 Save the Dates with contacts he has for the parish bulletins. He is going to also promote it through the DOL communications. I am very grateful for his support!

**LC/JLC/Principals/Pastors** - Since we missed having an October meeting I really feel we need something to re-engage our councils. Could we host a happy hour type thing in February? I know the weather is dicey, but I thought of a few places we might try?

**SCHOOL CHOICE** - Unfortunately, as you know, the ruling was not in our favor. I will have Brennan remove the information from our website.

**EQUINE FUND** - I have reached out to Fr. Chris to make a plan for meeting those in the industry and growing this fund in 2023.

**ESTATE PLANNING** - I have asked Dan to add this to the Finance Committee agenda. I would like to have this in place in 2023.

**GOLF TOURNEY- Friday, July 28th at Connemara** - Mrs. Lyons is giving us a very good rate. **Brooks Lundy** of @bdglobalsports is donating her services for this event. We are VERY grateful to have Brooks leading the way and this generous donation of her services.

Initial Planning:

- Need contract to review any added costs
- Menu- Like grill option lunch at Gazebo.
- Course has 120 carts so that needs to be cap for players
- Friday afternoon- lunch 11-11:30 with shotgun start to follow
- Contests:
  - Hole in One- #3 (need insurance, etc.)
  - Total of 5 par threes
  - Closest to Pin
  - Longest Drive
- Format- Handicaps, Best Ball etc.
- Games to make additional money-
  - Mulligans
  - Skins
  -
- Silent Auction?- use BidPal platform from a school
- Raffle
- Portable Speaker on Range
- They do all cart signage, rule sheets, scorecards
- Check with them on gifting options- need 30 day lead time
- Decide sponsorship categories

- Announce at Luminaria 2023 event

## **MARKETING**

**Brennan Carpenter's services** - As promised I personally paid Brennan for the social media posts, and several other things. Her proposal is attached - In the very least I think we need to contract her to maintain the website. Vince was very kind to do this for us, but I believe he's ready to turn it over. Brennan said she would charge \$50-\$75 a month to maintain the website depending on the amount of work it entails. She said that is negotiable. I would like to recommend the board approve a budget for what I can spend with Brennan in 2023. I would like the flexibility to work with her on various marketing things as they arise.

**Video** - I am working with **Three Stories Tall** to add testimony from someone or several people who have benefitted from our funds. We will show this at Luminaria 2023.

**Annual Newsletter/Report** - I am very pleased with the increase in the number of donations due to the newsletter with the addition of the donation envelopes.

Here are some stats:

2020 - **3** donations

2021 - **3** donations

2022 - **26** + donations (I am expecting a few more) - \$9,000

We need to push repeat on the donation envelopes again in 2023.

Would someone be willing to send Josh Cummins a thank you? Of course the Bishop and I sent an acknowledgement and I have personally expressed my gratitude, it would be nice for someone on the board to reach out too.

**CrossRoads** - I am pleased with the article. Deacon Skip Olson told me that the original plan was that the article was going to focus on St. Agatha, but they generously agreed to turn it over to us. I have sent a thank you to Deacon Allen. This is the electronic version of the article if you would like to share it <https://crossroads.dirxion.com/CrossRoads-JanuaryFebruary-2023/1/>

**Lexington Catholic Knight Line** - I was surprised to see my alumni spotlight article in the LC main publication that is mailed to a large number of households (alumni, current parents and other stakeholders). This was another drop in the bucket as far as marketing for CEOF. I'll take it!

## **2023**

**January 29 - February 4th** -Catholic Schools Week - would anyone like to attend Mega Mass with me? **What do you think of me writing an editorial touting Catholic education and CEOF? I could send it to various papers in the counties we serve?**

**April 13th** - Luminaria 2023

**July 28th** - Golf event

**October 21st** - Focus Forward conference

**November 28th - December 1st** - Good Giving Challenge 2023