

EXTERNAL COMMITTEE

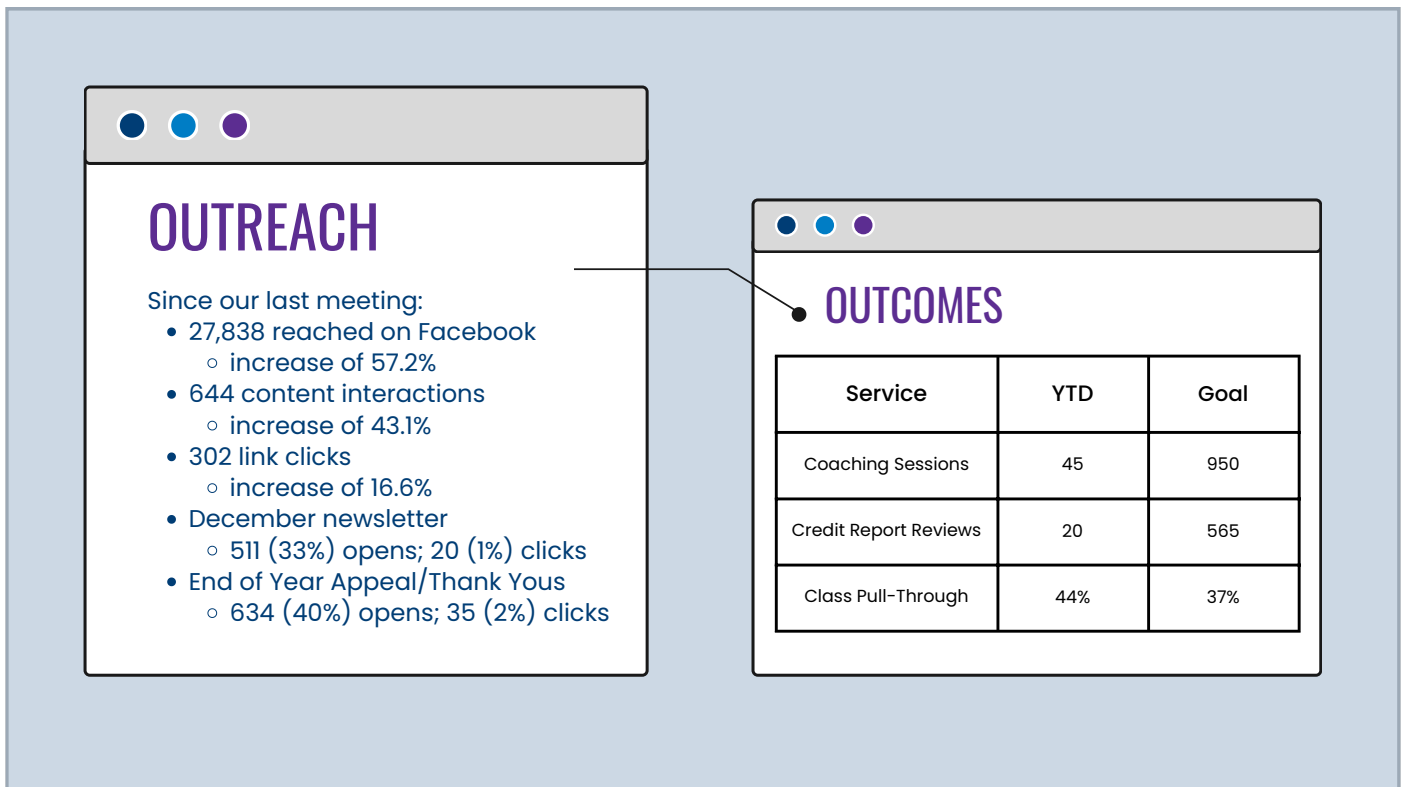
January 2024



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**MARKETING &
COMMUNICATIONS**



Streamlining these data points to report on what's most meaningful. [[Don't feel the need to audible each of these stats - let folks read and ask questions if they have them.]]

Kept 3 FB stats that show our reach and if folks are engaging with our content. May pivot these stats in the future based on best practice research we find - also open to requests or suggestions.

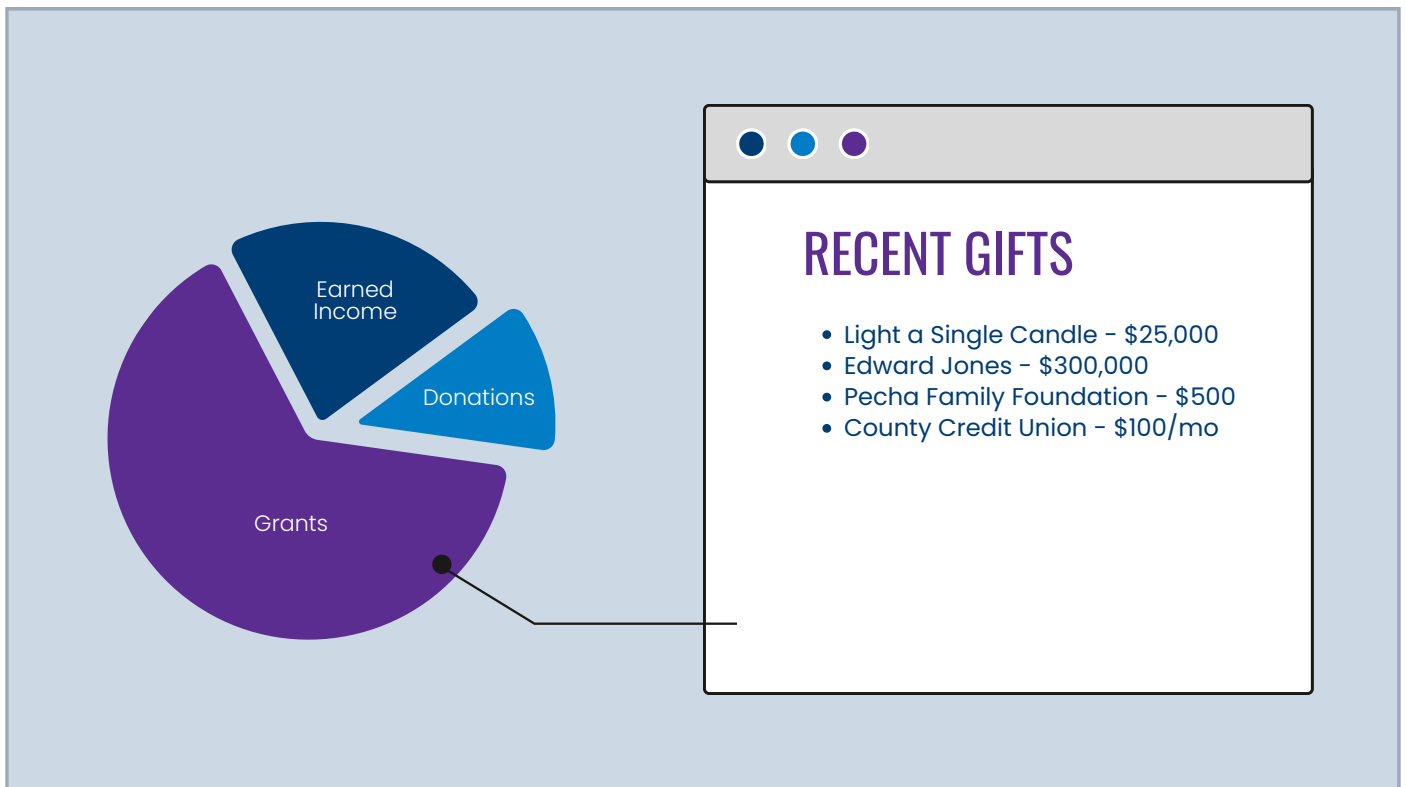
Kept our newsletter stats as is. As an additional note - we have officially moved away from Constant Contact and switched to MailChimp. This was done for a few reasons:

1. Cost - Mailchimp is cheaper
2. Ease - it's also more user-friendly
3. Growth - it has features that we can use to eventually replace existing subscriptions ie. social media scheduling and texting services

Instead of reporting on website registrations, we're shifting to show the outcomes that represent Nikki's 3 main goals in support of STLBC and Coaching. You can see the yearly goal in the right column. And in the middle column, Nikki will update those numbers each meeting to reflect where we are YTD. This feels like a more accurate representation of our work and our goals.



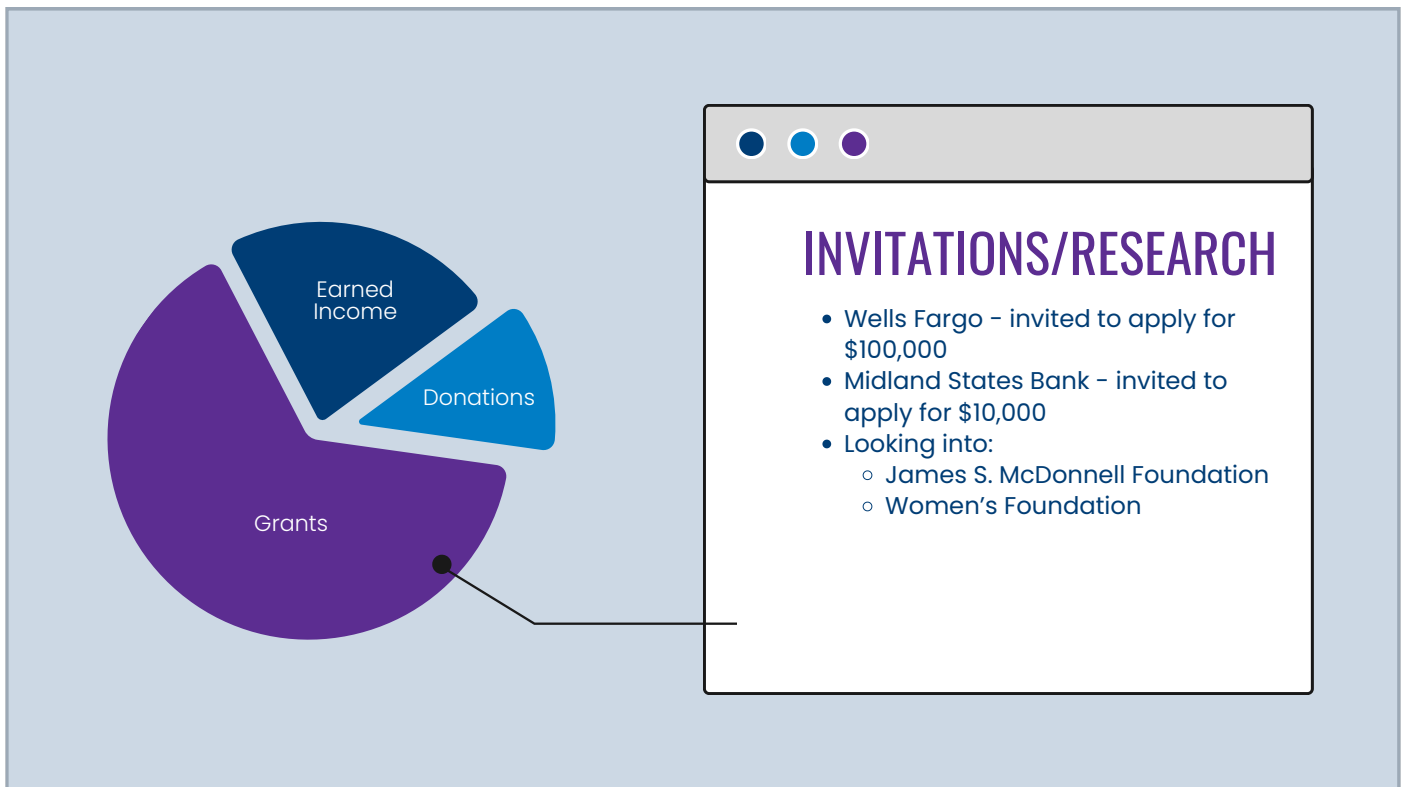
**INSTITUTIONAL
ADVANCEMENT**



These represent gifts that have recently been awarded or committed.

Pecha Family Foundation was a gift that came through our connection to St. Joseph Housing Initiative.

County Credit Union has been donating \$100/mo for the last few years. Kathy and Nikki plan to connect with their leadership this year to see how the relationship can be enhanced.



These are either:

1. Opportunities PC has been directly invited to apply for.
2. Brand new opportunities that PC is researching and may consider applying for.

Funding diversification is a big goal for Kathy and Nikki, so the addition of this slide is meant to demonstrate their intentional work to achieve that goal.



Moving forward, we'll be combining the idea of old business/new business into a simple 'updates' section that may reflect previous topics of conversation and/or new things on the horizon.

ESFE PROGRAM

Ben Feimer has been appointed our Business Development Officer and is leading the charge on developing this new source of earned income. Currently, we are piloting Credit Wellness Events with close business partners while we build out the program.

WEBSITE

The website build is moving along very smoothly. They've delivered our new 'style tiles' (how the site will look) and have started content migration, as well as an initial Salesforce exploration and building our new pop-up quiz to help visitors determine which service to start with.

CLIENT CELEBRATION

Our annual client celebration is scheduled for March 14. This year US Bank will be sponsoring the event! It will be held in the community space on Blanke's first floor. Staff will vote on the honorees at our on January 25. Look for invitations the first week of February!

Ben is here to give everyone an update on the first topic.

Check out the other updates and let us know if you have questions!

WHAT WE NEED HELP WITH:

1

Individual Donor Campaign

2

Give STL Day Ideas

This is a new section intended to help the committee focus on the work plan and items PC might need from us.

1. Building an individual donor campaign is high on Nikki's to-do list this year. We're looking for idea brainstorming, connections to experts...anything that could be helpful!

2. Closely tied to this topic- Give STL Day is our most popular individual giving day. We'd like to think through ways we could enhance this effort further and make this our best Give STL Day yet.