

# Meeting Summary 04/24

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**April 24, 2024 / 6:15pm / Zoom Meet**

## AGENDA

1. Staff movement
2. Fundraising and Community Engagement
3. Technology as an enabler of ease and growth

As is customary, the first part is a check in with everyone and James B, as board co-chair shared the Serenity prayer to help with tonight's work at hand.

### Staff Movement:

- The Board expressed their deep appreciation to John Farrell for his contributions as Director of Development and the remarkable achievements he led for MCCT.
- John Farrell shared some key thoughts on which areas the board can focus on to keep the momentum of MCCT's financial progress going - strengthen relationships with people who are aligned in wanting to see MCCT succeed; consider playing a more active role in fundraising with potential major donors who are excited and committed to human rights work, have an annual major fundraising event to reach out to people/ organizations who can get excited about the work we are doing and engage in a meaningful way.
- John F. also raised possible follow-through initiatives from the Elevation Campaign, e.g. Paul Austin Human Rights Award, The Next50 Years Campaign

### Fundraising and Community Engagement:

- For our Senior Pastor to get a sense from the congregation what the vision is for the next 50 years, and then consider creating a campaign that is driven from within (amongst current members) and one which is externally driven e.g. corporations, foundations that want to support MCCT's work.

### Technology as an enabler of connection and growth:

- James and Shannon talked about using Salesforce to its fullest potential in helping make the work easier e.g. generating phone lists, providing insights on email response rate, conversion rate, etc.
- There have been numerous complaints about calls not getting through to the right people, staff will look into why it is not working properly, and if a system upgrade is needed.
- Addressing these concerns will help improve our follow-through actions and meet the growing congregational care needs.

**NEXT MEETING:** May 29, 2024