

MINUTES
Voice of the Faithful, Inc.
Board of Trustees Meeting
May 17, 2016

Present: Mark Mullaney and Anne Southwood in the office, with Executive Director Donna B. Doucette and Development Director Priscilla Deck. Present via call-: Mike Ryan, Mary Freeman, and David O'Brien.

An opening Prayer from Thomas Merton was offered by Mary Freeman.

Minutes of the April face-to-face board meeting were discussed and unanimously approved, contingent on the incorporation of comments from BOT members.

Financial Report

Anne presented the March information corrected by Phil Megna's input. Donna reported that April was on track for positive revenues for the End of Fiscal Year appeal. Net assets continue a downward curve. Some sort of summer fundraising will have to be undertaken during the summer – either an email campaign or a raffle.

Dave O'Brien suggested increased use of social media for outreach. Reference was made to the report from Nick Ingala at the April meeting and how everyone needs to sign up for blog and Facebook and then make comments to build interest. Various approaches to getting our message out were discussed. Internet web ads can reach a broader audience than the more expensive print ads, but the conversion rate on internet ads is low. However, it works to build our brand. A phone-a-thon—touching base with members—was also discussed. “Bodies” are needed to do the calls and that has not been available lately. We would need to create a script to gather information, thank people, and also solicit their opinions and contributions. Dave volunteered to pass out business-card sized VOTF cards and then do follow up phone calls. Distribution of such cards cannot be conducted on church property without permission of the pastor.

The Financial Report was unanimously approved.

Initiative Update

The AUSCP Meeting will take place at the end of June in Chicago. Donna is helping them organize a service of repentance and hope. Also, she, Svea Fraser and Mary Freeman will present a colloquium on clericalism there.

Financial Task Force

Margaret reported that Joe Finn is hoping to work with the Council of Boston and other sources to get funding for summer associates to help with research.

Restorative Justice Committee

The Healing Circle planned for Omaha did not take place but Twin Cities will host a Healing Circle on July 16. Healing Circles also are planned for Milwaukee in October and a second one in Philadelphia in the fall. In Boston, St. Anthony's Shrine will host a Healing Circle in September. The Towards Peace group in Ireland reported its determination to go ahead. They hope to make a presentation to Diarmuid Martin, Archbishop of Dublin, for potential support.

Ireland is sending a representative to the Healing Circle facilitator's training in July. Nine people have signed up for the training.

The *National Catholic Reporter* will publish Paul Morrissey's article in July on the Healing Circle in Philadelphia that he attended.

Executive Director's Report

The ED report was submitted prior to the meeting. In response to an inquiry about new members, Donna reported that the annual summary which includes those figures had been sent to the BOT in December but she will do an interim one for next Board meeting.

Development Report

Priscilla's report highlighted the fact that we need active Board participation in fundraising and outreach. The economic context is not encouraging so we need to be more pro-active.

Staff Comments

A set of comments/suggestions from members of the VOTF staff concerning possible future VOTF actions was presented for BOT consideration.

- We need more ideas to engage affiliates on what to do.
- Young people didn't suffer under pre-Vatican II so they don't necessarily understand the problem.
- We should find ways to promote priests of integrity.
- It was noted that we have 10 initiatives yet we spend most of our money on two.
- We need measurable outcomes.
- We should strengthen our geographic presence and consider identifying regional representatives to work with our members

The meeting concluded with a prayer.

The next BOT meeting will be held in June, possibly June 14, 2016.