Marketing Working Group Agenda

Thursday 17th August 2017 @ St Peter’s Eastern Hill, Melbourne

11.00am to 2pm

1. Self-serve lunch
2. Welcome
3. What information does the ABM Board need from the Marketing Report
4. Marketing Action Plan - Recommendations and current status
5. AOB
6. Date, time and location of next meeting

Minutes – Thursday 17th August

**Present:** Brett Collins; Christopher Brooks; Greg Thompson; Jan Crombie; Jazz Dow.

**Apologies:** Debra Saffrey-Collins; John Deane; John Roundhill

Agreed that we cover two issues this meeting:

(4) Income Generation for Marketing Campaigns

(3) Board Report

**4. Income Generation for Marketing Campaigns**

* Christopher tabled the “Segmentation – Value - Trend” table of Donors to ABM, which goes back about four years.
* Christopher responded to questions around information processes to donors, including parishes. The strategy around schools was requested to be known.

(a) Discussion for strategy around ‘Lapsed Cash Donor’; ‘One Time Lapsed Cash Donor’; and ‘Long Lapsed Cash Donor’ = strategy to reengage in the endeavour to pick up say 10% response (which could result in say $46k)( based on individual giving average falling from $451 to $200). Acknowledged this is focussing on the low hanging fruit

Would identify similar projects to previous giving – discussion around how to keep people involved with the story they firstly engaged with. eg, acknowledge their interest, give update, send message of ‘still needs’. ie, RECONNECT.

(b) The above discussion led to the marketing strategy idea of communicating to donors regularly around their specified donation interest (as the project book approach does). It would be a matter of looking at where that information is, and resourcing.

(c) Discussion around strategies of scoping all regular donors with increasing their regular debit. Information on costs; continuing needs of projects.

(d) Major donors – 35. Average annual $9 460.00. Skewed by one significant donor. Probably averages $5 000. Discussion of how we ‘cared’ for them – individual action plans around relationship building. Questions raised around ‘succession planning’ for relationships with key donors, including broader scoping of those involved. This led to the question – How do we record/maintain corporate knowledge?

(e) Regular givers who have lapsed – agreed worth the effort for individual engagement to ask the reason.

**3. Board Report**

* Agreed that Christopher would prepare (a) Practical report against the Marketing Review timelines; and (b) the ‘big picture’ report of emerging issues (Jan to prepare), which would include a recommendation about decision around the purpose of this group.

**5. Farewell and deep gratitude, including prayer, for Christopher as farewell.**

6. Next Meeting

A date of Thursday 2nd or Friday the 3rd November was proposed. John Deane is not available and so has left it for the new Marketing and Finance Manager to set the next date.

* Agenda Item – Big Picture meeting?

Marketing Working Group Agenda

Thursday 22nd June 2017 @ St Peter’s Eastern Hill, Melbourne

11.30am to 2pm

1. Self-serve lunch
2. Welcome
3. Big Picture Reimagining session
4. AOB
5. Date, time and location of next meeting

Minutes – Thursday 22nd June

**Present:** John Deane, Debra Saffrey-Collins, Brett Collins, Christopher Brooks, John Roundhill, Jan Crombie, Greg Thompson, Jazz Dow

**Apologies:** Nil

Summarising Comment: It would be true to say that this group continues to explore the best way to resource, and serve (a) ABM ED; (b) ABM; (c) the Marketing Team.

In this meeting we began to name the questions and issues we felt important to identify for the benefit of the new ABM Strategic Policy that has begun to be formulated. It was agreed to circulate this report for these steps:

1. Each Marketing Group member’s additional comment/amendment.

2. A preamble/story of the role of this group (ED’s working group), and its evolving creative-space work to be included at the front of report.

3. The Executive Director to talk to the Chair about appropriate communication of finalised report as a resource document – and the associated process of raising the big picture strategic issues at all levels of the ABM organisation.

1. Scoping : John Deane gave some connection to where the ABM Board is and his sense of the ‘big questions’.

* What are the ‘drivers’ of ABM?
* What does the grassroots look like – and their products?
* Where should development work be placed, in relation to the dependency on government funding?
* How do we build profile on the increasing activity around Emergency Relief work?
* How do we ‘sell’ the product ABM offers (with quality control)?

KEY QUESTIONS: How do we tell the (ABM) story?

What story are we telling?

What is ABM’s VOCATION?

2. Other issues for deeper review for ABM and Strategic Policy

* The changed and changing landscape of the church and for the church – what does this mean for each department and level of ABM? If we can affirm we are at a point of REFORMATION (break through) – how do we connect dialogue for the shift (as transition) throughout the organisation?
* What is the emphasis and priority of Development?
* The relationship with other faith-based groups; and Anglican groups.

Agreed key emergent: This is a critical time for ABM in identity in ‘what it looks like’ and how it articulates *core business* and what it is seeking to do.

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4. Other Business : circulation of Infographic by Christopher; further comments to be forwarded to him.

*Jan Crombie, 13.7.2017*

5. Next Meeting

Wednesday 16th August 2017 at 11.00am @ St Peter’s Eastern Hill, Melbourne

* Agenda Item – Ordinary Meeting

Marketing Working Group Agenda

Wednesday 10th May 2017 @ St Peter’s Eastern Hill, Melbourne

11.30am to 2pm

1. Self-serve lunch
2. Welcome
3. What information does the ABM Board need from the Marketing Report
4. Marketing Action Plan - Recommendations and current status
   1. Update on Database
   2. Bequest program
   3. Lapsed, New and Major Donors
   4. Resourcing members to promote ABM
5. AOB
6. Date, time and location of next meeting

Minutes – Wednesday 10th May

**Present:** Brett Collins, Christopher Brooks, Debra Saffrey-Collins, Greg Thompson, Jazz Dow, John Roundhill.

**Apologies:** Jan Crombie, John Deane

2.5 - Compliments about previous "out of the box" meeting from whole group.

2. Venue location suitable for all.

3. Brevity. How do we represent the last meeting to the Board? Fiduciary responsibility about the future funding of ABM. Discussion around a campaign platform that ABM could build an awareness around. Use language from point 6 of Jan's thingy below but leave out the word Reconciliation. Use "themed campaign". Talk about the Open Space area that Jan Crombie lead us in. Introduce the mindmap that we did?

How can we tie the marketing strategy plan with the work/journey that we went on.

4. a) Diocese specific, individuals v orgs, who are we losing - big donors or small donors, numbers of organisation donors in relation to amount given on diocese basis (DC). Trends in giving (JR)

b) Bequest program - individuals who give monthly - 1st target; large donors separate - combine with Major Donor event?

c) Major Donor - how many are there? Inds and Orgs. What they give to - projects, general, themes, movements.

Yearly function - 20/20 Event - to say Thank You. How do we decide who to invite? Top 40 givers? The two groups very distinct.

For orgs - invite the vicar + warden or someone else.

12 month period - how much?

Need someone who's job it is to make this happen - identify who should be there.

Lapsed Donors - get IP from other orgs. Rob and Red Cross IP. Identify why they're giving- country specific; them specific;

New Donors - same as Lapsed. Build on what we're doing.

d) Videos; Send question to group - "What resources do you need to be able to speak passionately about ABM?

3.5 Go back to agenda - send last Marketing Report around to be critiqued.

5. Data breach. Don't know what we don't know. Talk about

Look into Drop Box

6. Next Meeting

Wednesday 22nd June 2017 at 11.30am @ St Peter’s Eastern Hill, Melbourne

* Agenda Item – The Big Picture

16th August - 11.00 - 1.30

Marketing Working Group Agenda

Wednesday 5th April 2017 @ St Paul’s Cathedral, Melbourne

12pm to 4pm

1. Self-serve lunch
2. Welcome
3. Update on membership for the MWG
4. 1 hour to complete Marketing Action Plan document.
   1. **Recommendation #15 – A topical Appeal**
   2. **Rec. #17 – Communicating and reporting to donors**
   3. **Rec. #8 – Growth** **through Major Donor and Philanthropic Development**
   4. **Rec. #20 – Grants and Philanthropic Trust Research**
   5. **Rec. #9 – Re-engaging Lapsed Donors to see Growth**
   6. **Rec. #10 – Implement a Regular Giving Program**
   7. **Rec. #21 – Centenary of the Good Friday Gift**
   8. **Rec. #16 – Targeted Approach to Appeal Communication**
   9. **Rec. #14 – Appeal Planning and Analysis**
   10. **Rec. #3 – Diocesan Representatives Conference**
   11. **Rec. #19 – Regular Giving Resources**
   12. **Rec. #22 – Church to Church Rename**
   13. **Rec. #23 – Resources**
   14. **Rec. #11 – Growth of New Donors through Emergency Appeals**
   15. **Rec. #25 – Key Messages**
5. 3 hours to workshop “Membership Based Structure” for ABM – Jan Crombie to facilitate.
6. AOB
7. Date, time and location of next meeting -

Minutes – Wednesday 5th April

**Present:** Brett Collins, Christopher Brooks, Debra Saffrey-Collins, Greg Thompson, Jan Crombie, Jazz Dow, John Deane, John Roundhill.

5. **“*Emerging Issues”***

*We began…..with a Listening Circle, around two questions:*

1. What do you really value about ABM?

2. Ideally, dreaming, what would you like ABM to look like and be?

*We then responded, individually,*

**Q** What is the question this Group needs to address as priority?

**1.** Questions of individuals were then grouped around three emergents:

**Connection with National Church**

* How do we speak for and to the National Church when we are so unloved!?
* How do we effectively connect with and mobilise the Anglican Church?

**Promotional**

* How do we resource our members to promote the work of ABM?
* How do we become “The Mission Agency” of CHOICE?
* Who are our members?

**God’s Mission and ABM**

* How do we ensure the stories of our partners and ABM’s own story empower Anglicans across Australia to engage with God’s mission?
* How do we tell stories in a way that the stories, and the communities behind them, can be agents of transformation in the Church (in the world)?
* How do we effectively unite and shift the key message of ABM to shift and assist the whole Australian Church into the church God is calling?
* What does the marketing team have to do for all of ABM’s Partners (local and overseas) to see that they are central to the life of God’s mission amongst communities?

**Summary aspiration : Connector areas**  - with young people

- in transforming the church

- with its members

**2.** ‘Common’ identifiers for ABM for our ‘holding pattern’

* That ABM works **prophetically** in *strands* – whether it is single issues, or being in communities in different ways, or connecting to the church in different areas, or gathering the strands in different ways. In turn these *strands* create new opportunities for ABM as invitations into **belonging**.
* Honouring legacy (stories) is vital
* Sacred space
* Overarching mission…. How do we grow faithful people for God? in the pattern of the gathered people going out with God’s mission.

**3.** RECONCILIATION as Transformational ministry for connection and re-imaging

*Into the creative space we tested enlivening and re-imaging ABM in its connector areas as a prophetic driver of Reconciliation. These points were made:*

* It is a strength area of ABM already
* ABM could lead the church in a ‘whole banner’ approach
* Opportunity to partner with NATSIAC
* Opportunity to strengthen parishes in (a) mission; (b) new awareness of what ABM “looks like”, “acts like”; and (c) spiritual depthing (of the whole church)

The work could be around….. LAND, HISTORY, CONTEMPORARY ENGAGEMENT

**4.** Ongoing Challenges

* How do we keep this dialogue happening (in various contexts)?
* It is vital to build any campaign from a TRUST PLATFORM that will enable other campaigns to develop from…..ie, first issues are connection into ‘belonging’.
* The need to explore DISCIPLESHIP in the church v FAITH FORMATION

**5.** DECISIONS AND THE WHAT NEXT

1. Chris and Jan summarise today’s dialogue, hopefully to begin to create the identifiers for ABM in reimagining itself as PROPHETIC VOICE.

2. It is agreed to develop a CAMPAIGN around RECONCILIATION.

3. Informal processes need to commence with the various ABM work groups around the Reconciliation Campaign – to get BUY IN and resource the BOARD to cast the VISION.

4. The Strategy for the Campaign needs to be developed whilst 3. happens as well.

*Jan Crombie, 12.4.2017*

6. Main discussion points

* Following the workshop, the challenge now is how that discussion informs the Action Plan and other functions of the group.
* Next meeting to look at where the Action Plans/Strategies sit with the ‘new work’. Agenda could look like : one hour big picture – look at emerging issues, one by one; one hour Action Plans.

Meanwhile Chris and his team to continue on with the operational actions/timelines.

* Taking the Reconciliation on as a new Campaign – the role of this group to do the big picture look at what does it mean for other places/functions of ABM? and how is it held together?
* Agenda next time to look at *Resourcing members to promote ABM…..* some ideas began………..

. who needs to buy in?

. create common messaging

. equip and train speakers with the messaging

. develop resources to accompany the speakers – videos; live infographics

. what strategy for where first? diocese by diocese? Province?

. bringing people together as ‘resource network’.

Addendum – 18/4 Telephone conversation Chris and Jan

* Agreed we need to check in with each group member post-meeting reflection, and their subsequent sense of direction. To do this by 26/4.

Chris – John D, John R, Greg T

Jan - Brett C, Debra, Jazz

*Jan Crombie*

*19.4.2017*

7. Next Meetings

Wednesday 10th May 2017 at 12pm @ St Peter’s Eastern Hill, Melbourne (or Trinity)

then

Wednesday 22nd June 2017 at 12pm @ Brotherhood of St Laurence, Melbourne

Marketing Working Group Agenda

Wednesday 1st February 2017 @ St Paul’s Cathedral, Melbourne

12pm to 2pm

1. Self-serve lunch
2. Welcome
3. Update on new members for the MWG
4. Feedback from Comms Department Planning Day and timeline for the Marketing Review.
5. AOB
6. Date, time and location of next meeting -

Minutes – Wednesday 1st February

3. Jazz and Greg welcomed.

4. Marketing Action Plan.

**Recommendation #2 –** **Infographic Resource**

Emphasis for new learners.

Who's the info graphic for? What's the message?

Partnering. Overseas. Teach Anglicans about Mission. Has to be more connected.

2 infographics - 1 for the Church, 1 for newcomers - How is ABM changing the world.

See ABM through 3 eyes - Young Anglican; Older Anglican; A Partner.

Equip people to have confidence to talk about ABM - the message they give.

Launch it at Synods/Bishop meetings/etc

Emphasis on Mission - overseas trips; genocide image - colonial Australia - mission; what is a missionary?

Jazz recommended something gutsy; John said yes or humorous.

Have a template Infographic that we can develop.

JD: Journey; End result; why engaged in Mission. Help people reimagine what ABM does.

Jan: Reminder of what ABM's core business is. Mission is Imaginative and Creative.

Infographic- paint the big picture - let people make the connections.

BC - has idea - chat outside meeting.

JD: 3 What's Anglican?

Use the A B M to do 3 infographics. Focus on the A in one; B in another and M in another. Mission.

Jazz: The press release about infographic tells people that we have a mandate from the Church. 160 years; Australian Anglican national sense of identity.

JD: Strength of ABM is that it casts a national vision/understanding of the Church.

**Action:** Chris to come up with 1 info graphic focusing on Mission for group to review.

**Rec. 4 – Speaker Program Administration Review**

Have information on the website about Youth Ambassadors.

Should have something - but stipulate what ABM expects of them.

JD: Need to think a bit more about that -

**ACTION:** Brad & Jazz to talk to Brett about Melbourne Youth Ambassadors.

**Rec. 6 – ABM Associates’ Welcome Pack**

Associates - discussion ensued.

How are all the recommendations connected? Loyalty and family.

**ACTION:** JD asked MWG to come up with what a membership based organisation should look like.

Put Welcome Pack on hold until after the membership base discussion takes place.

**Rec. 7 – Investing in Bequests**

Bequest Program - train people - Diocesan Reps - on how to talk to people sensitively.

Give "in memory of" to a particular program. Example of Brett & Deborah

**Rec. 12 – Online Donation Page Enhancement**

Have a pretty .pdf that people can download to handwrite what they've given to - like a gift card.

PayPal option came up again.

Next meeting 1 hour to finish Marketing Action Plan document.

Name emerging issues and then

Jan Crombie to facilitate the discussion.

Jan and Chris to do preliminary work.

Talk about General Synod as well - JD.

5. No AOB.

6. Next Meeting

Half day 12-4pm on a Wednesday - more a strategy meeting.

Wednesday 5th April 2017 at 12pm @ Canon’s Vestry, St Paul’s Cathedral, Melbourne

Marketing Working Group Agenda

Wednesday 12th October 2016 @ St Paul’s Cathedral, Melbourne

1. Self-serve lunch
2. Welcome
3. Update on new members for the MWG
4. Feedback from mini-meeting in September, September Board meeting and Marketing Strategy
5. Where to from here?
6. AOB
7. Date, time and location of next meeting -

Minutes – Wednesday 12th October

3. Jazz Dowe has been approached and accepted the MWG’s invitation to join the group.

4. The Marketing Review was accessible to read. BC impressed that everything from the MWG was incorporated.

Review is a management document - not to framework for the whole of ABM strategic plan.

The current 5 year plan is chunky document and Board is looking at something simpler.

5. What's going to be the focus of the MWG now?

* Introduce traffic light system to highlight important issues.
* Comms team to look at the document and identify areas where the MWG can help with.
* Organisation has people acting in silos - Comms needs to sit across the organisations.
* How's this group going to affect the next Strategic Plan?
* Group is going to support Comms Man in implementing the Marketing Review.
* Marketing Review to act as the strategies for the MWG and frame its actions.
* Comms Dept planning day to use the Marketing Review to focus their attentions.
* Is there an aspect of accountability in the department reporting back to MWG? Check in with MWG that the direction and time of the Review is in hand.
* Keep emphasis on so the Marketing Review is a living document.
* How each review recommendation is dovetailing with the others.
* Support team to Comms Manager.
* Some accountability on watching how
* Send MWG a report about how dept planning day went.
* Report about whether the right resources are in the right place (are there roles that could be full-time, or part-time).

7. Next Meeting

Wednesday 1st February 2017 at 12pm @ Canon’s Vestry, St Paul’s Cathedral, Melbourne

Marketing Working Group Agenda

Wednesday 29th June 2016 @ St Paul’s Cathedral, Melbourne

1. Self-serve lunch
2. Welcome
3. Update on new members for the MWG
4. Marketing Strategy – report from June board meeting and progress to date

Supporting documents:

1. Marketing Review Final Report
2. Reintroduced logo Survey Results
3. AOB
4. Date, time and location of next meeting -

Minutes – Wednesday 29th June

3. New members: Chris apologised for not getting in touch with Jazz Dowe yet. Natalie from BSL has not been well and Jan has been asking around to find someone with marketing experience.

4. b) There was a discussion about the Board request to survey people who were not connected to ABM and did not know who ABM was.

a) Discussion on the Draft Marketing Project Document. Liz guided the MWG through the structure of the document and clarified that sections of the report had already come to the MWG and agreed it was a comprehensive document of where the marketing at ABM was currently at.

Timeline is a grouping of the recommendations.

Agreed that the recommendations should be numbered and then referenced in the Timeline page.

The diagram on Page 18 to be a reworked.

Have a chronology of the process.

Have an introductory note from the MWG endorsing the Marketing Report

Come with notes for the Chair to walk the document through the Board. Instructions on how to engage with the the document and what they have to decide.

Make Board aware of the number of appeals and church connection (second last dot point on page 14).

The Marketing Working Group commended Liz on her work and made application that she should present the document to the Board on the 9th September.

5. AOB

John endorsed the use of the Cathedral room for the meeting. Everyone agreed.

Debra - send a separate note to Board about logo

10am of Board meeting day with John, Debra and Liz and Chris.

12th October at 12 noon full meeting in Melbourne.

Marketing Working Group Agenda

Wednesday 20th April 2016 @ Il Pom Italian, Federation Square

1. Welcome
2. Order Lunch
3. Update on new members for the MWG
4. Marketing Strategy – report from March board meeting and progress to date

Questions or Talking Points:

* 1. What words do you think most resonate with  ABM’s work: (please add others if you think necessary)

-Partnership

-Anglican

-Advocacy

-Mission

-Justice

* 1. What do you think is unique about ABM as an organisation?
  2. What do you think ABM’s key messages currently are?
  3. What do you think ABM’s key messages should be?

Supporting documents:

1. Project Terms of Reference
2. What are Key Messages
3. Fundraising Tactics Review
4. Draft SWOT Analysis
5. Overview and progress of some of the discussions so far:
   1. ABM App – to be included in Strategy
   2. Australian Anglican News Service – to be included in Strategy
   3. Engagement of Research Company – to be included in Strategy
   4. Rebrand of ABM – to be included in Strategy
   5. “Where some of your donations go . . .” Document on MWG Secret Page. Should we publish this?
6. AOB
7. Date, time and location of next meeting -

Minutes – Wednesday 20th April

3. Suggestions for joining the Marketing Working Group (or just good ABM contacts!)

- Mark Lindsey - lecturer at Trinity. Refugees and Mission.

- Stephen Burns - Liturgist & Missiologist - good for liturgy.

- North Carlton parish - head of a Marketing Agency is a parishioner - Jan to find out about that.

- Talk to Jazz Dowe about someone - Chris to ask - also anyone on Trinity staff - new events manager person a possibility.

- Brotherhood - Marketing person too busy but had a replacement for honeymoon - Debra to find out who.

- Need someone with direct marketing experience and Anglican tradition.

- Someone in marketing who works in a school.

4. General: A need for strategic approach to having key people and where they're placed - advocates and supporters

a) & b) - Words

- Overseas - have to shift focus to be a key image - maybe one of need.

- In Bendigo - Auxiliary event attract 20 people; CMS event 2 weeks later attract 200-300 in there 20's and 30's.

- Emphasis on network

- Informing / including relevant people who are on what groups - ie Bishops and who's on committees that meet in their diocese.

- ABM has had 16 years of not keeping people on the ABM journey and messaging. Gaps now starting to show.

- ABM is not a volunteer agency - set up as a representative of every Anglican in Australia.

- ABM is a creditable agency - not bipartisan.

- How is this message being inherited?

- Emergency response - ABM first - then other Anglican agency. ABM should take money and then pass on to relevant agency.

c) & d)

Will e-mail the survey to those that missed out to complete this. Was felt that due to time constraints, the group wanted to go through the SWOT analysis.

SWOT Analysis

5 year plan to target schools - Transforming Service Conference - tell them what we're good at and how they can join in

Trying to be the vision beyond the daggy old man.

Broadly - SWOT analysis has got it right.

Opportunities - crisis (emergencies) being one of the opportunities. New donors.

Online Donations - page 3

Discussion about the IT platforms and integration.

Other Anglican agencies are a weakness as well as a threat. Is confusion and risk. Has to be an opportunity to market ourselves to ALL Anglicans.

Inroad is the social justice need of the people, not the organisation. Focus on campaign rather than the organisation. Given once, easy to go back to them to ask for new emergency -

Impression is that people, particularly young, like giving small amounts often - particularly through apps and PayPal.

Weaknesses

So true - donor fatigue statement. Rattling Tins at people not good.

Flexibility - clarification sought on meaning.

Threat

Negative supporter base - new threat! Can be very damaging.

In the Terms of Reference

Should be a review of Dioceses and relationship. Key advocates. How are we supporting them and planning their succession. Could be significant donors, voices in parishes, not necessarily DioReps. Partnership groups gathering at local level to do work of ABM.

Where does ABM sit with Diocesan Mission Action plans? Will be 23 different ways of doing it. Talked about the Newcastle Diocese model.

6. Good article about ‘Giving in as secular society’ on Page 31 of Southern Queensland Focus magazine. <http://files.flipsnack.com/iframe/embed.html?hash=fdc3qjino&wmode=window&bgcolor=EEEEEE&t=14580535981458053598>

7. 29th June - 12 o'clock. With a Skype call before June meeting - 3pm on Tuesday 24th May?

Marketing Working Group Agenda

Wednesday 3rd February 2016 @ Il Pom Italian, Federation Square

1. Welcome and introduce new member, the Ven Jan Crombie, and Elizabeth Baker, Media Consultant
2. Order Lunch
3. Marketing Strategy schedule and aims
4. Update on new members for the MWG
5. Feedback on new 2016 publications (Prayer Diary, Project Book, Annual Report)
6. Overview and progress of some of the discussions so far:
   1. ABM App
   2. Australian Anglican News Service
   3. Engagement of Research Company
   4. Rebrand of ABM
   5. “Where some of your donations go . . .” Document on MWG Secret Page. Should we publish this?
7. AOB
8. Date, time and location of next meeting -

Minutes – Wednesday 3rd February

1. Liz introduced herself. Communications at Samaritans, Newcastle; past editor of Newcastle Anglican *Encounter* magazine; part-time lecturer at Newcastle University in their communications course

Jan Introduced herself - 18 months into Parish Partnerships role for the Melbourne Diocese. Working in new ways to be collaborative. Melbourne Anglican / Brotherhood of St Laurence / Anglicare.

1. Last strategy about 10 years ago. Debra Saffrey-Collins did last one.

Liz,Chris & John have had 3-way conversation to come up with the marketing plan (Terms of Reference).

Objectives

1) Review and analyse ABM's marketing performance over the last ten years.

2) Review the current marketing activities to determine strengths, weaknesses, opportunities and threats.

3) Review ABM’s current stakeholders and audiences, including its existing support base and its potential for growth or decline over the next five years.

4) Review the existing programs ABM offers to determine their marketability.

5) Review the marketability of ABM's brand and the effectiveness of the related messaging with its existing stakeholders and support base and its potential for attracting new supporters.

Jan Crombie: Marketing plan is a reaction to the Company Strategy. Do we know where the company wants to be in 5/10 years?

Jan Crombie: March Board needs to affirm the key messages of ABM. Who's in charge of the key messages?

Debra Saffrrey-Collins: Have clarifying statements to document.

John Roundhill: Legitimacy is important

Send Jan and the Group the stats for the Communications work of ABM.

1. New Members

* Keep an eye out at conference next week
* Debra may have someone.

1. New Publications

* Love the Project Book - ABM Prospectus
* Write to parishes & individuals about why project has completed.

1. Progress
2. Check out "donations" document.
3. Date of next meeting: 20th April at 12 o’clock – Debra and Jan to research appropriate venue.

Marketing Working Group Agenda

Wednesday 11th November @ Yak Italian Kitchen & Bar, 150 Flinders Lane

1. Welcome
2. Order Lunch
3. Update on the new logo and change to the ABM red
4. Engaging someone with a marketing background to work with the Fundraising Manager and the Comms team.  What form should this take, if deemed necessary?
5. New members for the MWG
6. Overview and progress of some of the discussions so far:
   1. ABM App
   2. Australian Anglican News Service
   3. Engagement of Research Company
   4. Rebrand of ABM
   5. “Where some of your donations go . . .” Document on MWG Secret Page. Should we publish this?
   6. Online Christmas card <http://www.abmission.org/send-ecard.php>
   7. New graphic designer
7. AOB
8. Date, time and location of next meeting -

Minutes – Wednesday 11th November

3 – Update on new logo

* The MWG were informed that the roll out of the new logo would be delayed. This was a decision made by the Executive Director and the Board at the New Zealand Mission’s Conference.
* The Chair and Executive Director are keen for a Marketing Plan to be created before launching the new logo. The Marketing Plan will dovetail into a new ABM Business Plan that is due next year.

4 – Engaging a Marketing Expert

* The Chair and Executive Director suggested that expertise be brought in to complete the Marketing Plan in collaboration with the Communication team.
* The proposal was to engage someone for a period of time or more regularly on one day a week.
* The Marketing Working group were concerned that it would take a suitable person several weeks if working one day a week to come up to speed. It was felt that the ideal candidate would have knowledge of ABM and the Church as well as a strong marketing background.
* ABM’s current Media Advisor, who writes the Project Book, is also a lecturer at Newcastle University in Marketing.
* It was proposed to ask her initially.
* Otherwise, Rowan proposed that Chris and he talk to come up with a suitable advert for a suitable candidate.
* The successful candidate would also be an integral part of the Marketing Working Group.

5 – New Members

* Each member present was asked to think of a suitable female who could be invited to join the Marketing Working Group. The following names were put forward. (See e-mail sent on 13th November 2015)
* When asked if the gender criteria was removed, would there be other names thrown in the hat, the Group felt that it was important to get a gender balance and that no male names be added to the list.

6.a&b – ABM App & Australian Anglican New Service

* Discussion was had to bring people up to speed to where we’re at with the ABM Ap and the Australian Anglican News Service
* Australian Daily Prayer – an app from Broughton Publishing with the Anglican daily readings.

6.f – Online Christmas Card

* The final version of the online Christmas card was greeted with appreciation.
* The online resources for Advent and Christmas were also received with enthusiasm.

6.g – New Graphic Designer

* The MWG was informed that our current designer, Silvia Roos, had relinquished her tenure with ABM. A new designer has been found and we are awaiting the first drafts of the Project Book, Prayer Diary and Annual Report.

7 – OAB

There was no Any Other Business

8 – Date, time and location of next meeting

* Wednesday Feb 3rd @ Feddish at Federation Square

The meeting closed at 2.10pm

Marketing Working Group Agenda

Wednesday 15th July @ Yak Italian Kitchen & Bar, 150 Flinders Lane, Melbourne

1. Welcome
2. Order Lunch
3. Overview of some of the discussions so far
   1. ABM App
   2. Australian Anglican News Service
   3. Engagement of Research Company
4. Rebrand of ABM
5. “Where some of your donations go . . .” Document on MWG Secret Page. Should we publish this?
6. AOB
7. Date, time and location of next meeting -

Minutes – Wednesday 15th July

3a – Mobile App  
This is more a standing item on the agenda until we go live with our mobile friendly version of our website (which I’m promised will happen by the end of next week. If you would like to see how close we are then please visit <http://abmnew.micko.fatbeehive.com/> on your mobile devise. There is still a few fiddly tweakings that we’re doing.

3b – Australian Anglican News Service

There’s a changing of the guard at the Communion Office so this has not progressed. The New GS starts in August / September and then they will choose a new Editor for the Communion’s News Service. We’ll then be able to re-establish relations and aim at reskinning the ACNS website.

3c – Research Company Engagement

Our thoughts have been sent to a couple of companies and we’re just waiting to get proposals back. We’ll set up a teleconference to talk about the results.

4 – Rebrand

It was decided that a proposal be submitted to the ABM Board that we should refresh the ABM branding.

The history behind this is that we did quite a bit of work on rebranding ABM about 2 years ago when ABM was considering splitting into 2 organisations – Anglicans in Development and the remainder of ABM (Church-to-Church and Reconciliation). It was decided a couple of months ago that there actually wasn’t need for the split to happen but my team had already got excited about refreshing the brand. I’ve put the suggestions on our secret page. We did spend some time talking about this on Wednesday and the consensus was to propose the first branding (logos + words) and colour to the board but add the shadow that appears under the logo on the 6th option to the logo on the first option.

If you have any further comments, on this, it’s probably best to chat on the telephone rather misunderstand the written word! Please feel free to call me or we can discuss again in our conference call.

5 – Where some of your donations go . . .

It was decide that this document was good to go as it is. The concerns that the dollar figures would offend some supporters was countered by the interest that we thought the figures would generate. It was felt that a web page be designed for this with images and an introductory video from Julianne and a video from one of our Partners.

6 – AOB – Christmas Cards

The board passed our proposal to do an online only Christmas card this year. This is it so far. <http://www.sonicinteractive.com.au/_ecards2015/abm2/abm_edm.htm>

The idea is that it will be freely available on our website for people to enter their e-mail address and they will get a copy. They can then forward it on to people in their contact list.

We are almost at the finalising stage – we’re just fixing some typos and choosing a Christmas carol to accompany it. I’ll let you know when it’s complete.

7 – Next meeting

The next meeting was decided to be on October 14th at midday at Yak restaurant again. Could I propose a tele-conference for Tuesday 11th August at 4pm to discuss the Research Company proposals. They should be back by then.

Marketing Working Group Agenda

Wednesday 1st April @ Feddish, Melbourne

1. Welcome
2. Order Lunch
3. Introduction from John Dean, ABM Executive Director
4. Overview of some of the discussions so far
   1. ABM App
   2. Australian Anglican News Service
   3. Engagement of Research Company
5. ABM Christmas Cards - <http://www.asc.wa.edu.au/ecard2014/index.html>
6. Rebrand of ABM
7. “Where some of your donations go . . .” Document on MWG Secret Page. Should we publish this?
8. AOB
9. Date, time and location of next meeting -

Minutes – Wednesday 1st April

3. JD - MWG is think tank. Place for ABM to put out ideas to get feedback.

Talked about Australian News service, Christmas cards. Should committee look at providing a national service to the Church. ABM and General Synod only national bodies.

Group can refer things to Board for approval; Board can refer matters to the Group to consider.

There is a gap on the Board of someone with a marketing background. Will hopefully take on position on the MWG in order for Debra to step back.

Events Marketing Manager at Melbourne Cathedral- Meagan? May be good contact.

4c. Where should we be targeting our focus in the next 5 years. CB said that he will get onto this the week after Easter.

General Discussion

Relational connections between Education and Fundraising. Need to accommodate people who can't make a financial contribution. Discussion for JD and CB. What can ABM offer to keep them engaged? Build on engagement from Schools. Comes down to personal relations.

ABM has standing in developing countries. Oxfam, etc don't. ABM should be able to capitalise on that.

Supporter events - dinners tend to be based around the Parish. Want something to accommodate different groups that ABM has.

AANS - generally thought a good idea. Aimed at ABM's overseas Partners. Suggestions of sponsors - Melbourne Insurance; Diocesan bank in Perth; etc.

Suggested mailing houses and printers.

How would AngliCare etc. fit in?

Marketing Working Group Agenda

Wednesday 21st January @ Feddish, Melbourne

1. Welcome
2. Order lunch
3. ABM Strategic Plan and Marketing Strategy
4. ABM’s role as the national mission agency of the Anglican Church

* Australian Anglican Communications Conference
* Australian Anglican News service

1. What should be the marketing departments focus and in what order?
   * Engage marketing company to research our demographic
   * Develop an ABM app
   * Build an Australian Anglican News service
   * Establish and develop ABM Ambassadors
   * Any other ideas?
2. Any Other Business (AOB)
3. Date, time and venue for next meeting – Wednesday 1st April?

Minutes – Wednesday 21st January

3. ABM Strategic Plan & Marketing Strategy

* What’s the point?
* Needs to be a living document
* Copy with Senior Management comments to everyone
* What’s happening to the plan now?
* Traffic light schedule – like Partnerships document

5. Marketing Focus

* Engage Marketing Company
  + Ask marketing company about who’s online
  + Need to track donations better – ie Parish gives $6K and then what? What are the steps?
  + Comes down to Church leadership
  + Comes down to relationships
    - We need to develop relationships with Parish Priests
  + Ask research company what Church leaders want
  + Theological colleges
  + Personal connections
  + Arrange a conference call to discuss content of survey / analysis
* ABM App – get costing
* Australian Anglican News Service – get more information

1. AOB

* How are we going to measure success?
* Communicating with leaders – needs to be personal; resource heavy
  + Identify categories
    - Active Comms
    - Never want to hear from ABM again
    - Com Plan for each group – New; Lapsed; Major; etc
  + Birthday card – or something similar

**Conference Call re Marketing Company – 17th March @ 4.15pm**

2 Things here – survey and analysis of database.

* How much did survey cost
* Survey Monkey
* Desired outcome
* Communicate with supporters

Do we want to do another survey or analysis of database?

Analysis – what do we want to know? (company needs brief to give quote)

* Segmenting database –
* Target people who are missing from
* Age
* Gender
* Anglican, religion
* Income –
* Working status
* Passions – ComDev, Church2Church, Reconciliation
* Countries / Projects
* Other

Companies

* ID
* Redstone Marketing
* Bruce Kaye – New College, Uni Syd. [bkaye@csu.edu.au](mailto:bkaye@csu.edu.au)
* Howard Graham – Act for Peace – chat about what they’ve done
* St James Ethics Centre – maybe someone there.
* Chris Roper –
* <http://www.inivio.com.au/>
* <http://www.experian.com.au/>
* <http://dnb.com.au/>

Marketing Working Group Agenda

Wednesday 22nd October @ Feddish, Melbourne

1. Welcome and introductions
2. Order lunch
3. Review of the Terms of Reference for the Working Group
4. ABM’s work, structure and thoughts on mission
5. The work of ABM’s Communications Unit
6. Financial reports
7. Some current ideas / discussions around the Communications unit

* Doing less without getting less
* How will internal structural changes affect marketing and fundraising
* Digital marketing and fundraising in a non-digital marketplace
* ABM’s role as the national mission agency of the Anglican Church
  + Australian Anglican Communications Conference
  + Australian Anglican News service
* New Fundraising ideas
  + Anglican Church / ABM Harvest Festival – supporting farmer’s mental health /
    - Include rural communities / politicians /
    - <http://www.anglicannews.org/news/2014/10/harvest-flourishes-in-a-digital-age.aspx>
    - Talk to JD / Bishop Garry / Bob Katter /
  + Schools focus
  + Emergency appeals
    - Harnessing new donors
    - Accompanying Resources
* ABM’s role in equipping the Church to do mission within the Parish boundaries.

1. Any Other Business (AOB)

Date, time and venue for next meeting

Minutes (more like Seconds!) – Wednesday 22nd October

* Send the Marketing Strategy and ABM Strategic Plan to members – put as an agenda item on the next meeting. (*on website*)
* Put together a document/calendar of all Comms activities - publications, etc (*on website* and *in progress*)
* Look at how we're going to measure success
* How to attract a new donor base
* Diocesan giving figures - appeal campaigns (*on website*)
* Use MWG as an excuse to send out demographic information.
  + approach a marketing company to gather information.
* Distribute Partnerships document that is to be signed off (*on website*)
  + New way of telling the missionary story - partnership not paternalistic
* How do we communicate that we're doing something! (JR)
* ABM app