



Development and Communications Report

March 28, 2023

Submitted by: Kristen Bruskas

Director of Development and Communications

The areas of Development and Communications continue to be a critical link in connecting the ministry of His Eminence Metropolitan Gerasimos and all our Metropolis ministries with our parishes and faithful. All that we offer is for the benefit of others, and it is important that our message be clearly and regularly conveyed, and that we generate the resources needed to support this ministerial development. The efforts I am blessed to lead in the areas of Development and Communication showcase the many good works of our Metropolis which are outlined below.

Communications

- We continue to produce special video reflection messages from His Eminence Metropolitan Gerasimos for major Feast Days and holidays.
- We have re-designed our monthly email newsletter to make it more visually appealing and interactive for our nearly 7,300 subscribers. We have some positive statistics on our communication:
 - Average Open-Rate 57% (industry average for faith-based organizations is 45%)
 - Average Click-Through Rate 6% (industry average 2.6%)We are encouraged that people read our news and engage in our activities and ministries.
- The Metropolis Facebook page has over 2,300 followers:
<https://www.facebook.com/GreekOrthodoxMetropolisSF>.
- Our Metropolis news receives regular prominent coverage in the monthly newspaper, The Hellenic Journal, and in the online Orthodox Observer from the Greek Orthodox Archdiocese of America. We also receive coverage in Greek News, and The National Herald.
- I oversee the content development for the Metropolis website (www.sanfran.goarch.org). I work closely with our Metropolis webmaster, Rev. Fr. Daniel Triant, who posts our news and event information, and who also manages the technical aspects of our website. We are in the process on consolidating the ownership of all Metropolis ministry website domains so these are owned by the Metropolis instead of a person within each ministry. Each ministry will still maintain their respective websites, but the Metropolis will be the owner of each domain.

Development

- I am responsible for preparing all the materials pertaining to the Faith Forward campaign, managing the online donation portal, and overseeing daily data entry and the weekly processing of donor acknowledgement letters.
- We had a “banner year” with nearly \$485,000 in donations raised for the 2022 Faith Forward campaign. Thank you to all our generous supporters!
- We still be offering “text to give” and QR code options for giving to Faith Forward.
- Automatic monthly giving is an area we are hoping to grow. Please consider this when making your Faith Forward gift this year.
- As an extension of my work in Development, I collaborated closely with Steve Pappas, chairman of our Metropolis Stewardship Ministry, on the “Equipping and Enriching Parish Life” series with monthly Zoom webinars on topics related to both Stewardship and highlighting some of our Metropolis Ministries. I served as the guest presenter for the May 2, 2022 *webinar “Giving Thanks and An Attitude of Gratitude”*, where my presentation focused on the importance of donor recognition, and the unique ways we can thank donors and continue to engage them in our work. We have an impressive library of resources available at:
<https://sanfran.goarch.org/ministries/stewardship>.

- I am also assisting with the All Saints Foundation, and will be working on a comprehensive fundraising and marketing plan so that we can appropriately brand this initiative and strategically grow this endowment in support of the ministries of our Metropolis.
- I also support the fundraising efforts for Saint Nicholas Ranch and Retreat Center. At the end of 2022 we launched the “Day at the Ranch” campaign which raised \$46,970 in support of our beloved Saint Nicholas Ranch and Retreat Center. This initiative will continue to be promoted as it is important to build a base of stewards and alumni to support the Ranch. We are grateful to the “Day at the Ranch” donors (attached to this report) whose generosity is greatly appreciated!
- In the Spring of 2023, I have been contacted by the Direct Archdiocesan District to provide information and guidance as they look to launch a monthly series of presentations for their clergy and lay leadership. I was also contacted by the Metropolis of Denver to consult with them on effective communication tools and strategies.
- With the hiring of a new bookkeeper and the transition to QuickBooks Online (QBO), we have been able to align the General Ledger coding between QBO and our DonorPerfect database to allow for streamlined data entry and more accurate and consistent reporting.

Events

- I was involved in the planning and implementation of the very successful Metropolis YAL Conference held in San Diego, CA over Labor Day Weekend 2022.
- I continue to support the planning of various events for our Metropolis Philoptochos.
- I support the planning of parish milestone events, including the recent Centennial Celebration for Saint Demetrios in Seattle, WA, and the 40th Anniversary of Saint Katherine in Chandler, AZ.
- I coordinated the details for the visit of His Eminence Archbishop Elpidophoros of America to our Metropolis during the first week of Great Lent 2023. I was also involved in various aspects of planning for the Assembly of Bishops in Los Angeles in January 2023, as well as the visit of Archbishop Elpidophoros to Phoenix for the Leadership 100 Conference in early February 2023.
- I continue to coordinate the content for our Metropolis Ministries in the annual FDF Oli Mazi magazine, as well as oversee the various aspects of event planning for the Hierarchs and Archons during FDF.
- I oversee the planning the annual Metropolis Clergy-Laity Assembly.
- I serve as the liaison with the CrossRoad Institute and Dr. Ann Bezzerides for this program which was first introduced in our Metropolis in the summer of 2022, and will be continuing in the summer of 2023. CrossRoad is a ten-day academic summer institute that prepares high school juniors and seniors to make big life decisions and invites them to connect with the Orthodox Christian theological and spiritual tradition in a deep and meaningful way. For more information, please visit: www.crossroadinstitute.org.

Departmental Support

- I am grateful for the support of the following that help me succeed in my position:
 - Presvytera Dimitra Dogias – she has provided invaluable support with special projects, correspondence, public relations, social media, and more.
 - Advancement Technical Support – this company provides support for DonorPerfect, our Metropolis database, and continues to help us manage the complexities of this program and identify additional ways to improve our data, electronic donor relations, and overall data accuracy and applicability.

Thank you for this opportunity serve our Metropolis. Please feel free to contact me if there is anything I can do to assist you (kbruskas@sanfran.goarch.org, 602-525-3488.).



Thank you to the donors who contributed \$46,970 in support of the **2022 Day at the Ranch** campaign.

Anonymous (8)

Alexandra Aleck

Anastasios Anastasakos

James and Sophia Angelos

Hugo and Irene Aviles

Thomas and Marie Banis

Harry Barlas

Nicole Bernasconi

In Memory of Saint Nicholas

George and Donna Blanas

George and Anna Boodrookas

The Bosl Family*

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In Memory of Tykye Camaras

Stamus Cocolos

In Memory of Mary Cocolos

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Father Peter and Presvytera Dimitra Dogias

Dr. Brendan and Ruth Duterte

Peter and Marie Eliades

Kenny and Angie Frangadakis

In Memory of our parents

Nicholas and Stacy Froumis

In Memory of Lukas Christian Froumis

Leon and Elly Gabrielian

In Memory of Father James Diavatis

Isidoros and Maria Garifalakis

Mary Gavrilis

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Steve and Eve Tibbs

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Stefanos and Mary Vertopoulos

Ms. Marina Vogel

In Honor of Will and Jack Pertsulakes

Gary Wallner

Jim and Diane Walsh

In Memory of Jim and Maryjane Walsh

Father Thomas and Presvytera Julie Zaferes

Tony and Zoe Zannis

*** Denotes Multiple Gifts**



GREEK ORTHODOX METROPOLIS OF SAN FRANCISCO

ΙΕΡΑ ΜΗΤΡΟΠΟΛΙΣ ΑΓΙΟΥ ΦΡΑΓΚΙΣΚΟΥ

Metropolis Council Meeting and Clergy-Laity Assembly April 2023

Paul Gikas, Director of Ministries and Administration

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Metropolis Ministries and Leadership

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St. Nicholas Ranch & Retreat Center	Michael Pappas	mikepappas@stnicholasranch.org
Young Adult Conference	Stacia Counelis	stacia.counelis@gmail.com
Youth & Young Adult	Johanna Duterte Carter	jduterte@sanfran.goarch.org

Ministries

I continue to support our ministries in any way I can from the Metropolis offices. I try to maintain communication with our ministry leaders throughout the year. I also assist them with expense reimbursement and tracking and facilitate the submission of their yearly budgets. I also facilitate communications and meetings between His Eminence and our ministry leaders, as well as monthly Zoom meeting with His Eminence and our ministry leaders to keep us connected as a group.

It has become more and more apparent that our Metropolis Ministries are vitally important to the life of the Metropolis. For this reason, in 2023, the Metropolis will perform an evaluation of our ministries and create some plans to strengthen and grow them for the benefit of our parishes and faithful.

Now that we are “post-pandemic”, our Metropolis Ministries continue to utilize their Zoom skills developed during the pandemic, but they are also back to offering in-person events as well! To appreciate everything our Metropolis Ministries offer our parishes and faithful, please **review** their individual reports, but also **visit** their respective websites: <https://sanfran.goarch.org/ministries>. **But I could tell you just one thing about each of our ministries, it would be the following:**

Christian Education – Dr. Eve Tibbs will offer a “Very Short Basic Course in Orthodox Theology” via Zoom in May. You can find more information and register here: <https://OrthodoxYou.com/register>

Church Music – Mr. Christopher Hondros is the new Chair of this ministry and is working hard at continuing the great work of his predecessor, Kay Harkins.

Clergy Continuing Education - In several regions of the Metropolis, our clergy are once again meeting in person in their Koinonia Groups.

Missions and Evangelism – This ministry is now being led by Kenny Scott and Rev. Gerasimos Markopoulos, and in June there will be a Missions and Evangelism conference at the Ranch!

Family Wellness – A brand new ministry for parents called, “Real-Life Parenting from the Heart”, will be launched in May via Zoom.

Folk Dance & Choral Festival - FDF completed one of its largest festival to date in Phoenix, AZ in February.

Greek Village Immersion Camp – In 2022 Greek Village offered a family style camp for four days at St. Nicholas Ranch. The participants learned about and then re-created an island style wedding.

Greek Language and Culture – The Metropolis is in the process of revising this ministry.

Orthodox Parish Leadership - Steve Tibbs is always available to assist your parish with Strategic Planning, Leadership Development or Capital Campaigns and is just a phone call away!

Philoptochos – Continues to attract new members and grow its outreach and ministries.

Stewardship – Steve Pappas is organizing a third year of online webinars focused on assisting parish ministries. This year’s series is called, “Let Your Light Shine”.

St. Nicholas Ranch & Retreat Center – The Ranch has completed many renovations this past year but there are still many projects to complete that will add to the functionality and beauty of the Ranch.

Young Adult Conference – YAL completed another successful conference in San Diego, CA over Labor Day Weekend with 585 participants from the Metropolis of San Francisco and throughout the country.

Youth & Young Adult – After two years of virtual summer camp, Johanna Duterte was happy to host three sessions of in-person Summer Camp at the Ranch, hosting a total of over 230 campers.

Administration

- In 2022, the Archdiocese migrated all Archdiocese and Metropolis employees to the Microsoft Office 365 cloud-based platform, with a generous grant from the Archbishop Iakovos Leadership 100 Foundation. Metropolis employees made this transition, and everyone seems to be comfortable with the Office 365.
- Recently the Metropolis also migrated its data from its physical server to a Microsoft SharePoint cloud-based site. This will eliminate the risk of a server failure. The data is accessible, but we are now awaiting training from the Archdiocese on how best to organize the data and utilize the SharePoint site.
- In 2022, the Archdiocese committed to issuing all Archdiocese and Metropolis employees new laptops, configured according to Archdiocese security policies. However, the Archdiocese is delayed on this project. To date, the Archdiocese has issued only two new laptops to Metropolis employees. Hopefully the Archdiocese can complete this project in 2023.
- In October of 2022, the Metropolis hired a part-time remote bookkeeper. There was a small adjustment period with the new workflow but this transition is complete and Metropolis offices and the new bookkeeper now have a very efficient working relationship.
- I continue to assist the Metropolitan with various administrative requests, as well as assist in coordinating his calendar and particularly his Zoom meetings.
- Provide administrative support to the Office of the Chancellery.
- Provide administrative support to Metropolis Allocations Committee.
- Facilitate applications to Hellenic College and Holy Cross Greek Orthodox School of Theology.
- Help facilitate petitions for ordinations.
- Oversee maintenance of office computers, equipment, and leases.
- Assist in maintaining Metropolis database / lists.
- Assist with maintenance of Metropolis residence and automobile.
- Miscellaneous.

At the end of 2022, the Metropolis began a process of updating employee job descriptions and establishing performing employee evaluations on a regular basis. It is hopeful this process will be completed in 2023, in order to ensure its most efficient operations of the Metropolis offices.