



METROPOLIS OF  
SAN FRANCISCO

## **Development and Communications Report**

*April 6, 2020*

**Submitted by: Kristen Bruskas, *Director of Development and Communications***

In response to the pandemic, the need for increased development and communications activities became a main priority for our Metropolis. The following is an outline of my recent efforts:

### **Communications**

- We produced over 30 video messages from His Eminence Metropolitan Gerasimos to the faithful. Collectively, these have been collectively viewed by more than 20,000 people. These messages have had a very positive impact on our faithful who have been comforted, encouraged and uplifted by the meaningful messages offered by Metropolitan Gerasimos.
- We have improved and increased our email communication and have worked to showcase the good works of our ministries, especially as they have expanded their offerings during the pandemic.
- A dedicated page for Coronavirus resources was developed on our Metropolis website and continues to be a platform where clergy, lay leaders and our faithful can obtain valuable information, helpful resources, and ministry information as we continue to navigate through these challenging times.
- A dedicated page was also created on our Metropolis website in response to the distressing decision of the Turkish government to convert Hagia Sophia into a mosque. Many informational resources were provided, along with a petition on change.org as well as letter templates for our faithful to write to their elected officials regarding this matter.
- A page was dedicated to the Commemoration of the 200-year Anniversary of the Greek Revolution. This page included resources from our Metropolis ministries, Archdiocese initiatives, civic observances in the Metropolis, affiliated cultural observances, and online programs from Greece. Though March 25 has passed, we will continue to promote upcoming events and resources as this will be a year-long celebration to mark this milestone in the history of Greece.
- Our materials continue to receive regular coverage in The Hellenic Journal, as well as in the online Orthodox Observer. Some of our press releases are also promoted through The National Herald.
- I presented a Communications presentation to the Metropolis Ministry leaders in February, providing direction on the preparation of press releases and marketing materials for the proper promotion of ministry events and programs. It is important that our messages be comprehensive, professional, contain consistent branding, and put forth our best efforts to showcase the wonderful ministries we have in our Metropolis.

- I have been serving as a member of the COVID-19 Parish Support Team for our Metropolis, coordinating the communications efforts for our parishes, including the posting of resources, training materials, guidelines, worship tools, and spiritual and educational resources for our clergy, parishes and faithful.
- As part of my efforts in coordinating the annual Metropolis Clergy-Laity Assembly, I have compiled a highlight video to showcase our ministries, how they have adapted during the pandemic, and their plans for program expansion in the coming year.

### **Development**

- Just as our parishes have cancelled their major fundraising activities, the Metropolis also had to cancel our 2020 Gala. We were ready to sign a contract for this event to be held in San Francisco, and then the shutdown began. We plan to hold the Gala once it is safe for large gatherings to be held, and continue this beautiful event at which we Celebrate our Ministries and Honor Extraordinary Leadership.
- With the knowledge and understanding that our parishes would be faced with financial hardships this year, especially in fulfilling their National Ministries Allocation, a special campaign was developed called “A Bridge for a Brighter Tomorrow”. The monies available through relief fund were distributed to parishes following the submission of their application and a review of each request by a designated committee. A total of 13 applications were received and reviewed in December, and funding support was provided to those who met the selection criteria.
- Our Faith Forward stewardship campaign once again achieved a landmark year. Once again we had the motivation of the \$125,000 matching grant from the George and Judy Marcus Family Foundation, which serves as a motivator for people to contribute as Faith Forward stewards, knowing their gift is making twice the impact through the matching grant. We had 272 donors contribute over \$340,000 for our 2020 Faith Forward campaign.
- As an extension of my work in Development, I collaborate closely with Steve Pappas, chairman of our Metropolis Stewardship Ministry. We have worked with Bill Marianes and have developed a year-long Stewardship Town Hall Series that started in February. Last fall, we offered a five-part series on Stewardship. These efforts have been very well-received and we will continue to offer as much as we can in response to the interest and need of our clergy, parishes and faithful.
- I was asked to assist the fundraising committee for the Board of Saint Nicholas Ranch and Retreat Center with a new campaign to generate revenue to support the Ranch during this past year of shutdown. Even though they have received funds through the PPP and EIDL, there are still many ongoing costs associated with the basic operations of this facility. “A Day at the Ranch” is a campaign designed to cultivate donors to offer donations to sponsor a day, week, month, or even part of a day. This campaign is off to a strong start and we are grateful to everyone for their support.

***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](mailto:kbruskas@sanfran.goarch.org), 602-525-3488).***