

End of Year Performance Review: Metrics, Accomplishments, and Strategic Plans



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New Family Donors

Alarcon Family - \$500

Anderson Family - \$150

Bonnete Family - \$100, donated wine at gala and several packages in-kind totaling approximately \$20,000

Brademan Family - \$100

Bru Family - \$1,500

Brunson Family - \$3,000

Cano / Tepedino Family - \$1,000

Clay Family - \$100

Cuervo Family - \$2,200

Evans Family - \$300, Mother (Sophia Evans) heavily involved in Gala planning and PTO

Feldman Family - \$25

He / Wei Family - \$2,000

Landry Family - \$5,000

Lefer Family - \$50, Family that did not understand philanthropic giving

Ludwig Family - \$100

McClintic Family - \$2,000

McCoy Family - \$3,000

McKeehan / Kubiak Family - \$1,000

Montes Family - \$2,000, bought sponsorship totaling \$2,500 for Gala

Montesino Family - \$500, donated priest dinner at Homestead for Gala

Morvant Family - \$100, in-kind donation to the Gala

Nelson Family - \$500

Ortiz-Martinez Family - \$1,000

Perez / Martinez Family - \$100

Referente / Phan Family - \$100

Reyes Family - \$1,000

Riggs Family - \$500

Spanu / Talkington Family - \$100

Stephan Family - \$3,000

Stotts Family - \$100, bought Round Top live auction package at Gala

Wawrzeniak Family - \$2,500

Wheeler Family - \$500

Metrics



32 Families Participated



62.7% New Family Participation in the Annual Fund



\$34,125 in Gifts

New Families That Have Not Donated Yet

Albora Family

Brewer Family - Declined for personal reasons

Charles / Park Family

Ehlert Family

Fernandez-Concheso Family - Potential donor, wanted to speak with spouse

Forester Family

Gonzalez/Solano Rangel Family

Mattes / Castaneda Family

Murphy Family

Parker Family

Perez / Vera Family

Rodriguez / Rius Family

Schuchart Family

Torres Family

Chung Family

These metrics are ongoing

Families Who Gave This Year but Not Last Year

Alexander / Singh Family - \$1,000

Alvarez Family - \$500

Benavides Family - \$1,000

Berman Family - \$250

Bradshaw / Nguyen Family - \$100

Cedeno / Ramirez Family - \$100

Cline Family - \$2,000

Cluchey Family - \$25

Estandarte Family - \$50

Estrada-Zenzio / Zenzio Family - \$100

Gaskamp Family - \$2,000

Gugliotti Family - \$100

Hartman / Miller Hartman Family - \$250

Johnson / Zaldivar Family - \$25

Kingsley Family - \$400

Kirkpatrick Family - \$500

Morales Family - \$50

Nguyen / Doan Family - \$500

Onuoha / Okoli Family - \$250

Palmai Family - \$100

Penaloza / Borjas Family - \$15

Pepe Family - \$20

Phung / Luong Family - \$500

Pineda / Rangel Cortes Family - \$500

Reid Family - \$100

Rillo Family - \$275

Robert-Echejuba Family - \$200

Roca Family - \$100

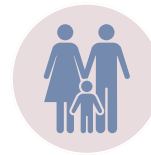
Sutton Family - \$100

Verbeek Family - \$100

Zambrano Family - \$100

These metrics are ongoing

Metrics



31 Families Reengaged



**Reengaged Families: 30.4%
(31 of 102)**



\$11,210 in Gifts

Families Who Have Not Donated Yet

Abebanjo Family - Potential donor, worried about tuition

Adegbesan Family - Verbally agreed to donate

Aguilar / Cardova Family - Potential donor, wanted to talk to spouse

Akinyele / Ogunlade Family - Verbally agreed to donate

Alvarado Family - Verbally agreed to donate

Alvarez / Puente Hurtado -

Anakwue Family - Verbally agreed to donate

Arata / Tinoco Family - Potential donor, wanted to talk to spouse

Arevalo / Mantila Family - Potential donor, wanted to talk to spouse

Bartolo-Martinez Family -

Bravo Family - Potential donor, wanted to get back to me

Brice Family - Declined for personal reasons

Caddick Family - Declined for personal reasons

Calderon Family -

Camarillo / Preciado Ramirez Family - Potential donor, wanted to talk to spouse

Cardona Family - Potential donor, fell off their radar

Cartier / Graham Family -

Chavez / Aguilar Family -

ChouEIFati Family - Potential donor, wanted to talk to spouse

Cosson / Oleaga Family - Verbally agreed to donate

Dao / Nguyen Family - Verbally agreed to donate, wanted to talk to spouse

Dailey Family - Declined for personal reasons, contributed to capital campaign

Derr Family - Grandparents donated on behalf of this family

De Quintal Family -

Dunn Family -

Durussel / Decalf Family -

Estrada / Calderon Family -

Fadi Family - Potential donor

Farfan Family - Verbally agreed to donate

Fargheon Family - Verbal yes, potential donor

Fix / Fox-Fix Family - Declined for personal reasons

Franqueville Family -

Fugman / Xu Family - Potential donor

Gatus Family - Potential donor, fell off their radar

Gomez Family -

Gomez / Lozano Family -

Gonzalez / Cerwinski Family - Declined for personal reasons

Hardy / Sandin Family -

Hardy / Solari Diaz Family - Potential donor, contributed to capital campaign

He / Hoang Family -

Healey Family - Declined for personal reasons

Hildebrand Family -

Holman Family - Potential donor

Holzman Family - Declined for personal reasons

Joy Family - Verbally agreed to donate

Kamau Komu / Tharao Family -

Kueser / Stonaker Family -

Kuria Family -

LaLonde Family - Potential donor, wanted to talk to spouse

Lyssy Family - Declined for personal reasons

McPartland Family - Verbal yes, potential donor

Medrano / Olea Family - Declined for personal reasons

Melikian Elchemmas Family -

Michel Family - Declined for personal reasons

Miles Family -

Mohrmann Family -

Molinari Family -

Momeni Family - Verbal yes, potential donor

Montilva Canas Family - \$200
Mrugala Family - Declined for personal reasons
Nange Family -
Narvaez / Osuna Madrid Family -
Ng / Hu Family - Declined for personal reasons
Nguyen Family -
Nguyen / Le Family -
Olenius Family - Declined for personal reasons
Palladino / Saraiva Family - Potential donor, wanted to talk to spouse
Pavia Family -
Pereria / Tellez Family - Potential donor, wanted to talk to spouse
Pham Family -
Puente Family -
Rodriguez Family - Declined for personal reasons, contributed at Gala
Rome Family - Potential donor, contributed to capital campaign
Rubio / Molano Family -
Rupay Family -
Saba / Frangie Family -
Sada Trani Family - Potential donor
Saliba Family -
Sarabia Family - Potential donor, wanted to speak with spouse
Schaefer Family - Potential donor, wanted to speak with spouse
Schinagl / Wang Family -
Schoeffield Family - \$200
Schroeder Family - Declined for personal reasons
Shaw / Patil Family - Verbal yes, potential donor
Shehadeh / Stagg Family -
Siwiak Family -
Stanzel Family - Unlikely donor, personal reasons
Taunton Family - Potential donor, stated that he gives his disposable income to Strake
Toldeo / Chacin Family - Potential donor, contributed at the Gala
Troxler Family - Verbal yes, potential donor
Valdivia Family - Potential donor, wanted to talk to spouse
Waligura Family -
Wenfer Family
Wiley / Molina Family - Verbally agreed to donate
Zoba Family -

These metrics are ongoing

Donor Engagement Annual Plan

Beginning of the School Year (September)

New Family Outreach

At the beginning of the school year, I personally call all new families to:

- Introduce myself and my position
- Welcome them to the StJPll community
- Invite them to Homecoming
- Introduce the Annual Fund and explain its purpose
- Inform them about SaintsGiving, our one-day giving event held in early December

This initial conversation helps establish a personal relationship early and introduces them to our culture of philanthropic giving.

October - November Engagement

Pre-SaintsGiving Outreach

In early November, I call families who **did not contribute to the previous year's Annual Fund** to:

- Reconnect with them personally
- Remind them that SaintsGiving is approaching
- Explain how their participation supports the school

After each conversation, I send a follow-up postcard thanking them for taking the time to speak with me. This helps reinforce appreciation and keeps philanthropic giving at the forefront of their mind.

Spring Appeal Follow-Up

March - Spring Appeal Mailing

Families who have not yet contributed to the Annual Fund receive the Spring Appeal letter. This serves as a reminder there is still time to participate.

April - Personal Outreach

In April, I follow up with phone calls to families who have not made a gift yet. I ask:

- If we can count on their gift to the Annual Fund
- Reinforce the importance of participation
- Answer any questions if needed

After speaking with families, I send another thank you postcard acknowledging their time and consideration.

Donor Engagement Annual Plan

Donor Follow-Up and Relationship Building

Based on conversations throughout the year, I identify potential donors who express interest in giving or supporting the school in the future. These families receive additional follow-up communication. Whether it is via email or phone calls.

Goals of the Engagement Strategy

The goals of my proposed strategy:

- Build personal relationships with school families
- Introduce new families to philanthropic giving
- Increase participation in the Annual Fund
- Encourage long-term giving
- Ensure donors feel appreciated and connected to our mission

Additional Suggested Touch Points for 2026-2027

Since next year is a non-gala year I propose the additional touch points below:

- Bidding With Bernie calls to new families to set the tone, answer questions, and explain what the event is.
- Additional SaintsGiving calls to those who did not donate this year.
- Change up the donor engagement postcard - so that it is not repetitive.
- Send home the 'fundraising flyer' created at the beginning of the year to outline all the opportunities to give to StJP II.
- Add a flyer to the new family's paperwork outlining what philanthropic giving is at StJP II and the mission of the school.

Case Study: SaintsGiving - Social Media Campaign

Project Overview: I reimagined and designed social media for SaintsGiving, our one-day giving initiative, to maximize engagement, cohesiveness, and reach on Instagram and Facebook. The goal was to drive shares, encourage donations, and engage both current followers and new audiences.

Objectives:

- Increase awareness of SaintsGiving across social media
- Drive shares to reach 800+ social interactions on campaign posts
- Engage non-followers and encourage participation in giving

Strategy & Implementation:

- Created a countdown series featuring quotes from students on “how they can speak life” to generate excitement and anticipation. (Idea credit Brittany H.)
- Redesigned posts and reels for brand cohesion and readability across Instagram and Facebook.
- Implemented reels with creative, relatable content to encourage sharing and participation:

a. “Tomorrow morning 10 am Santa’s [SaintsGiving] coming” – principals dressed as elves referencing the famous line from *Elf*

- Views: 8,042
- Non-followers: 73.7%
- Shares: 95

b. “When someone asks where to donate on Giving Tuesday” – sound: “Oh, I love this question”

- Views: 6,130
- Non-followers: 73.9%
- Shares: 37

c. “Don’t Sleep on SaintsGiving” – new initiative to increase urgency and shares with friends & family (goal 800 shares on all SaintsGiving posts)

- Views: 15,621
- Non-followers: 75.7%
- Shares: 771



- Additional posts & reels:
 - Reel to the song “The House That Built Me” by Miranda Lambert with clips showing what life is like at StJPII - evoked emotion
 - Photo of sisters holding a “Happy SaintsGiving” sign - credit to Brittany H.
 - Photo of brothers holding a “Happy SaintsGiving” sign - credit to Brittany H.

Results & Impact:

- Goal: 800 shares on social media
- Result: 1200 shares across all posts and reels
- Reach & Engagement: High engagement with non-followers (73-76%). This indicates significant growth beyond the current audience (current followers).
- Emotional Connection: Posts evoked strong community sentiment.
- Student Engagement: House competition (Brittany H.) and ‘share’ competition [via parents, family, and friends] prompted parents [friends and family] to participate.

Takeaways:

- Creative, relatable content paired with cohesive branding encourages engagement and reach.
- Emotional storytelling, especially with students, drives shares and participation
- Clear goals (shares, engagement, reach) allow for measurable success!

Social Media Guidelines (Proposal)

The purpose of this social media guidelines proposal is to ensure that all content shared on the school's social media platforms is strategic, consistent, and aligned with the mission of St. John Paul II Catholic School. Our social media channels serve as a communications and storytelling platform that highlights the life of our school while engaging key audiences.

Target Audience

Our social media content is created with the following audiences in mind:

- Current families
- Prospective families
- Alumni
- Donors and community supporters

****Because our audience extends beyond current families, not all school announcements or internal communications are appropriate for the permanent feed.****

Content Strategy

Feed Content (Permanent Posts): The main social media feed will focus on content that represents the school's brand and mission. Posts on the feed should be visually strong and relevant to a broad audience.

Feed content will primarily include:

- Reels highlighting student life and campus experiences
- Student accolades and achievements
- Event recaps
- Fundraising initiatives
- Admissions messaging
- Major school milestones and celebrations

This content helps tell the story of St. John Paul II and showcases the value of the school to prospective families and our full audience.

Instagram & Facebook Stories (Daily Content): Stories will be used for day-to-day communication and real-time updates. These posts are temporary and allow families to stay connected to daily school life without *overwhelming* the permanent feed.

Story content may include:

- Daily school activities
- Classroom highlights
- Campus moments
- Spirit days
- Behind-the-scenes content
- School announcements
- Reminder posts for upcoming events

Important: School announcements (i.e. Mass reminders, uniform reminders, etc.) will be shared on stories only, as these updates are (typically) most relevant to current families rather than our full audience.

Sponsored Content

To recognize and appropriately thank partners who support our school:

- Businesses or organizations that sponsor *school events* at the \$1,000 or more level will receive a social media recognition post via our story if it is stipulated at the time of agreement between the two parties.
- Sponsors contributing below this threshold may still be acknowledged in other ways such as event signage, programs, or newsletters.
- This policy ensures consistency and protects the value of sponsorship recognition.

Non-School Related Content

Requests to share content unrelated to St. John Paul II (such as external clubs, organizations, or community groups) will be limited to ensure our social media channels remain focused on school life.

Guidelines include:

- Organizations such as Girl Scouts or similar groups may be shared once per semester, provided that the request represents participation from multiple troops.
- Individual group promotions or frequent requests will not be posted.

This approach ensures fairness while maintaining the integrity of the school's social media platforms.

Content Submission Expectations

To maintain an organized and consistent posting schedule:

- Content requests should be submitted in advance whenever possible.
- Photos and videos should be clear, well-lit, and appropriate for school use.
- Not all submissions will be posted, as content must align with the school's overall social media strategy.

Overall Goal

The goal of St. John Paul II Catholic School's social media presence is to:

- Celebrate student achievements
- Highlight the vibrancy of campus life
- Support admissions and enrollment efforts
- Promote fundraising initiatives
- Strengthen engagement with alumni and the broader community

By maintaining clear guidelines, we ensure our platforms remain professional, mission-driven, and effective in representing the school to a wide audience.

Saints Weekly Reimagined

Overview: Reimagined and redesigned Saints Weekly, the school's weekly newsletter, to improve readability, visual cohesion, and alignment with brand standards.

Before:

- Text-heavy layout, difficult to scan
- Inconsistent fonts, colors, and spacing
- Lacked visual hierarchy and brand cohesion

After:

- Clean, reader-friendly design with clear headings and section structure
- Consistent fonts, color palette, and spacing
- Enhanced visual hierarchy and overall brand alignment

The 'Before' version of the newsletter features a cluttered layout. The header includes the St. Joseph's Parish logo and the title 'Saints Weekly'. Below the header is a navigation bar with 'Be not afraid...' and the date 'September 23, 2025'. The main content area is titled 'Faith Focus' and contains text about 'All School Mass' and 'Corporal Works of Mercy'. There are several small, unorganized photos of students. A red stamp with the word 'BEFORE' is overlaid on the left side.

BEFORE

The 'After' version of the newsletter has a clean, modern design. It features a large circular logo at the top right with the date 'February 10, 2026'. The navigation bar includes 'Home', 'Calendars', 'Lunch Menu', 'Athletics', and 'Giving'. The main content area is titled 'Faith Focus' and contains text about 'All-School Mass' and 'Dad's Retreat'. There are several small, organized photos of students. A red stamp with the word 'AFTER' is overlaid on the left side.

AFTER

A poster for 'FATHER-SON CAMPOUT' featuring a large moon and a campfire. The text reads: 'Friday October 3rd 5:00 p.m. to Sunday October 5th noon'. It lists details for ages 9 to 15, costs (\$100 for father and son, \$45 additional for son), and contact information for Navasota, TX. A QR code and a 'REGISTER HERE' sign are also present.

Father-Son Campout | October 3rd-5th
Join us for a wonderful weekend designed for dads and their sons! Enjoy sports and games, prayer and formation, one-on-one time, and plenty of adventure. Don't miss this opportunity to grow in faith and strengthen your bond. Register using the QR code!

St. Joseph's Altar
We are excited to introduce our first St. Joseph's Altar, a beautiful Catholic tradition honoring St. Joseph through prayer, gratitude, and generosity. Families are invited to participate in three ways:

- Honoring Loved Ones:** make a small monetary contribution to honor a loved one by including either a framed photo (no larger than 5x7, labeled with your child's name and homeroom) and/or a prayer candle. Candles will be purchased by the school; please include the name(s) of deceased loved ones to be added to the candle. All photos and candles will be sent home with students after the altar. [Click here to purchase!](#)
- Volunteer Opportunities:** Families who would like to support the St. Joseph Altar are invited to help in one of the following ways:
 - Donate items such as baked goods, fruit, flowers, or other altar offerings. [Donate items. Click here!](#)
 - Assist with altar takedown on Friday, March 20, helping pack and organize items following the celebration. [Altar take down. Click here!](#)

1. **Altar Viewing:** visit the altar during the public display on Thursday, March 19 in St. Jude Hall from 4:30–6:30 PM and/or volunteer to help with altar takedown on Friday morning, March 20.

A portion of donations will support the Saint Squad's goal of purchasing a St. Joseph statue, with remaining funds donated to a local charity chosen by the students. Thank you for your support as we begin this meaningful tradition. Questions may be directed to Ms. Wetwiski at awetwiski@jp2.org.



Live Auction Promotion Video Series

I produced a series of seven promotional videos highlighting the live auction packages for the Saints Spectacular Gala. This was implemented to highlight the packages so that our gala-goers could plan and to build anticipation for the event.

Strategy: The goal was to visually showcase each auction package so attendees understood the package before bidding began.

Execution:

- Edited **7 promotional auction videos (1-2 minutes each)**
- Produced **7 additional short-form versions** for the live auction slides
- Utilized **AI-assisted video editing tools** to enhance graphics and visual storytelling
- Collaborated with Jessi who created and recorded the voiceovers

Distribution: To maximize exposure before and during the event, the videos were used across multiple channels:

- Saints Spectacular program: during live auction
- Social media promotion
- Constant Contact email marketing campaign

Impact:

- Created **14 total video assets** supporting the live auction promotion
- Received positive feedback from attendees on the professional presentation of auction packages
- Enhanced the visual storytelling and excitement surrounding the live auction portion of the gala

Production Time: 3 hours per long-format video, 1 hour per short-format video

To view these videos please go to the creative portfolio on my website or to the StJPII Communications YouTube.



Google Ads To Drive Admissions Interest

Objective: To increase visibility and drive prospective families to learn more about admissions opportunities at St. John Paul II Catholic School, I implemented a Google Ads strategy to promote admissions and the school's Fall and Winter Open House events. These campaigns were designed to attract families that were actively searching for Catholic education within the community.

Strategy: The campaigns focused on local, high-intent search traffic that targeted families within a 30 mile radius of the school. This ensured that the campaign funds were concentrated on families that were most likely to attend open house events.

Two campaigns were created:

- The Fall Open House campaign ran from October 8th to November 29th
- The Winter Open House campaign ran from January 3rd to January 26th

Both campaigns were designed to highlight admissions messaging including the school's mission of academic excellence, faith formation, and community engagement. Ads directed users to admissions pages and open house registration to encourage action.

Implementation: The campaigns were built via Google Ads to capture users actively searching for terms related to...

- Catholic schools
- Private elementary and middle school education
- Faith-based education
- Local private school options

Results

- **Fall Open House Campaign**
 - 11,400 impressions (how many times the ads were viewed)
 - 685 clicks
 - \$0.37 average cost per click
- This campaign introduced the school to thousands of families actively researching education options in the area and generated significant website engagement.
- **Winter Open House Campaign**
 - 10,000 impressions
 - 988 clicks
 - \$0.25 average cost per click
- The winter campaign was even stronger indicating improved targeting.

Impact: Across both campaigns, Google Ads generated over 21,000 local impressions and more than 1,600 clicks from families and the surrounding community. By targeting these high-intent users within a limited geographic radius, the campaigns provided a cost-efficient way to drive awareness and interest in the school's admission events.

Professional Portfolio & Resume

Scan below or go to carolinewaller.org to view my creative portfolio that includes print materials, invitations, media and more.

To access my Creative Portfolio:

1. Click the “Experience” dropdown.
2. Select “Communications & Donor Engagement Coordinator.”
3. Click the “View Portfolio” hyperlink at the bottom of the resume bullet points.

