

Red Box Strategy, June 2022

Notes from meeting

What do we want to hold onto?

- The symbol of the Red Box (not necessarily the plastic red collection box).
- The community aspect of the scheme: people talking with one another, visiting one another's homes/coming together. The connection between one another.
- The connection to our world Church family.
- The heritage/legacy of the Red Box which has been around for a hundred years.
- The simple brand/message: people know the Red Box and know that it supports the Church around the world via missionaries.
- The importance of prayer and faith alongside donations to support our global Church family.

Where do we want to be in 5/10 years time?

Income

- Develop our cashless giving presence (see Information Paper), investing in a couple of options, helping to enable:
- Electronic donations (all methods) to make up 70% (in 5 years) and 90% (in 10 years) of donated income¹.
- Regular giving increased from 22% (2022) to 50% (2027) of donated income.
- Conscious that income will in likelihood stay at a similar level for the next few years, with hope for a modest increase.

Formation

- Age profile of supporters identified (via research)
 - From this base-figure, increase those who are in their 30s/40s
 - Telling our story to this younger age profile
 - Developing our work with children and young people (not for fundraising *now*, but to develop awareness and support for the future)
 - A more diverse group of Trustees and DDs (including younger) which reflect the Catholic Community in England and Wales
- Maintaining our support of our current, long-term supporters
- Increase our face-to-face engagement with supporters and volunteers, investing in developing our relationships
- A flourishing Local Secretary² network, which may look very different as the role of the Local Secretary will change (less cash collecting and more awareness raising/formation)
- A Diocesan Mission Team (including the local DD, an Applier, the Regional Community Fundraiser and several Local Secretaries) in every diocese
- Move from 'Mission Animation' to retreats – both day retreats and optional residential retreats, especially for Local Secretaries

¹ Figures are initial suggestions from the National Council meeting. To be confirmed.

² The title 'Local Secretary' was discussed. As well as possibly being off-putting to people and little understood, if this coordination role changes (with less cash being banked locally), perhaps a change of title (Missio Rep?) would help clarify the role. To be investigated further with current volunteers.



Communication

- One message: Missio (by 2027)
- All communication is electronic (by 2027?)
- Sharing stories that engage people
 - Increasing the stories we are able to harness from the Mill Hill Missionaries (and others), better images/video/follow-up
- Increased social media engagement, including through DDs etc.

Important factors to build on

- The importance of our founding stories (Blessed Pauline Jaricot, Fr Thomas Jackson/Cardinal Vaughan) and the importance of both ‘home mission’ and ‘overseas mission’, even when the Church is seemingly struggling ‘at home’.
- The importance of Appealers and Appeals – the personal, authentic, first-hand experiences being shared with communities in England and Wales, helping to build relationships.

