

Annual Report, 2022

Pentecost Vigil Project

“Unleashing the Spirit of Synodality”

Mission Statement: Guided by the Holy Spirit, **the Pentecost Vigil Project** supports the call for Church renewal through Spirit-led synodality. We provide creative digital resources and professional consulting services that enable the laity and all Church leadership to better understand and embrace the synodal process.

Message from the Chair of the Board



The Pentecost Vigil Project, Inc. is pleased to release its first Annual Report marking its growth from an idea to a functioning 501(c)3, able to receive donations. While the organization complies with Federal and State regulations, it is also unique in its leadership, striving to allow the Holy Spirit to be the guide for the organization’s work. As such, measures of success vary somewhat from a more traditional nonprofit organization. All of the leaders are learning as they grow, focused on “Unleashing the Spirit of Synodality” in the Church in the United States while also learning how to generate the recognition and income necessary to remain in service. This first Annual Report is a sign of our growth and one element of our commitment to transparency in our work.

Deborah W. Stollery
Chairman of the Board

Accomplishments.

During the calendar year 2022, the Pentecost Vigil Project (PVP):

- Became a Virginia 501(c)3 non-profit Corporation.
- Revised and updated the website.
- Designed, produced, and sold the four-part series *Christ Present in the Eucharist, A Synodal Parish Process for Eucharistic Revival*. (Sold through the Pastoral Center Publishing Co., Alameda, CA)

Christ Present in the **Eucharist**



*A Parish Process for
Eucharistic Revival*

- Developed various white papers and resources to sell.
- Developed free services and products for parishes and dioceses.

- Provided Synodality Updates on the website including diocesan, national, and global reports and official synodal documents.
- Published a weekly Synod Journey Blog of “Thoughts along the Synod Road.”
- Was an active leader in the USCCB’s “Region 16” group of independent organizations promoting the Synod in the U.S.

Plans for the Future

During the calendar year 2023 PVP plans to:

- Increase audience contact and participation in the mission of PVP on our platform.
- Provide The Pastoral Center with 2-5 projects as distributor of our work.
- Update our software as necessary.
- Expand its Leadership Team.
- Partner with two national (The Pastoral Center Publishing Co. and *Today’s American Catholic*) organizations and one international organization (Spirit Unbounded) to promote Synodality.
- Design and lead an online live Novena to the Holy Spirit for the feast of Pentecost.
- Establish a donation process through its website.
- Launch a fund raising campaign, “Unleash the Spirit of Synodality!” Target: \$5,000.
- Acquire the necessary legal status to be able to receive donations across state lines and then secured and established the means to do so on the website.
- Welcome guest bloggers and persons discerning service on the Leadership Team.

- Achieve recognition on the Vatican's website.
- Develop relationships with progressive reform-minded people who are part of the Global Ecclesial Synod Council.
- Establish a technology working group,
- Complete its initial branding efforts.

Financial Status

PVP has existed to date due to the financial generosity of members of its Board and Planning Team, plus sales from its products, especially *Christ Present in the Eucharist*.

2021 Balance forward	\$0.00
Income (donations and products)	\$2900.00
Expenses including web software, gov't fees, web updating	\$1960.11
Net Income	\$939.89

Membership

Contacts in PVP database on Wix: 249

Subscribers in PVP database on Wix: 51

Contacts in our database on Givebutter: 250

PVP's marketing strategy is under development, hindered somewhat by the limited number of email campaigns that are permitted in the current Wix plan. Once that barrier is removed, PVP will begin experimenting with some of the following in order to gain recognition, contacts and to move participants from contacts to subscribers:

- Purchasing ads in trade show and diocesan publications.

- Creating and launching a 3-part welcome email campaign.
- Creating sales pages for products.
- Using Facebook and LinkedIn to advertise and to offer free resources.
- Trying to be included in speaker lists.
- Strengthening the content funnel so that there are direct links from blogs/free items to next steps eventually leading to sales.
- Doing an email marketing campaign with our complete subscriber list.
- Writing articles for major Catholic media outlets and local diocesan papers.
- Developing relationships with synod-minded Bishops and Cardinals and asking for their endorsement.
- Creating and releasing short video marketing series on “Why Synodality?”

Closing

The Pentecost Vigil Project looks forward to growing in service to the Church by promoting Synodality through the power of the Holy Spirit!

Submitted and approved, June, 2023