

KBOO Foundation Development Committee notes

May 1, 2019

4:30pm at KBOO

Present:

Allison Kolb (Development Director), Mike Ftacias (Interim Membership Director), Serena Korn (Underwriting Director), MacRae Bogdanov (Finance Coordinator), Danielle Parks (board VP), Gene Bradley, Ray Bodwell (board member), Dan Shramek (board member)

Facilitator & note taker: Dan Shramek

Development Calendar

We discussed the timing of major initiatives in the coming months. Mike noted that the Fall Membership Drive would likely happen in mid-September, and after the annual Membership Meeting scheduled for September 14th. We plan to send out a pre-drive solicitation mailer, which would likely hit the streets in late August to early September.

Our annual report mailer will likely go out in early November, and will also include a fundraising solicitation.

We also discussed a potential renewal/lapsed membership mailer that could go out in June. Mike discussed that this would target members whose memberships would expire by the time of the annual meeting in September, and potentially target those whose membership has lapsed in the past year or so.

Allison gave a brief overview of our potential participation in this year's Willamette Week GiveGuide, which is a two-month fundraiser starting in November. We have submitted our application; if chosen to participate, we will coordinate a social media marketing campaign and partnerships/co-promotions with other organizations. We hope to sponsor special events during the campaign, such as last year's successful event at the Jack London Revue. She also discussed seeking out matching opportunities for the GiveGuide campaign on Giving Tuesday on platforms such as Facebook and Instagram. Mike gave a brief overview of our participation in GiveGuide last year, including what we learned and how we might adjust our strategy for this year's campaign.

Allison discussed our planned participation in the First Friday Eastside Arts Walk on June 7th. We plan to open up KBOO from 6-9pm and display artwork by local artists. Gene suggested seeking out KBOO members who are artists to potentially participate in the event. We hope to have live music, and will serve snacks and beverages. Allison noted that the People's Food Co-op would be helping with the snacks. Serena suggested that we could consider having KBOO community members participate in a bake sale for the event. Dan asked if we would have a membership/volunteering table set up to answer any questions and sign people up. Allison noted that if the event is a success, we could consider participating again on August 2nd.

We discussed the Book and Record Sale, and MacRae confirmed that we are planning the event for August at a location to be determined. Ani Haines has led the planning for this event in prior years, and MacRae said that they would discuss next steps in the next staff meeting.

Serena discussed her idea for an event to thank businesses and restaurants that underwrite and donate to KBOO.

Major Donor strategy

Allison gave us a brief overview of her recent discussions with Monica Beemer regarding ideas for a new major donor campaign. We have a list of 150 or so people with whom we would like to build relationships. We discussed the type of information that we plan to gather to build donor profiles for our DonorPerfect database, including their past giving history, their relationship to KBOO (if any), and the work they do in the community. We discussed how we currently determine whether someone qualifies as a major donor at KBOO. Mike suggested that we might consider starting with a larger number of people to speak with than the 150, and will review our database to understand the potential list sizes at various current giving levels.

Gene discussed the need to recruit people who can speak with major donors, including past board and staff members. He mentioned a major donor training that Monica and Becky gave in years past that could prove useful in training volunteers for a major donor campaign, and he will forward any information he has to Allison.

Member Communication

Allison discussed our e-mail communication plans, which include a regular (monthly?) KBOO e-newsletter and invites to special events. We discussed several regular items that we might consider including in the e-newsletters, including:

- Staff/programmer/volunteer profiles
- Programming news – new shows, special programming, etc.
- Link to updated weekly program guide
- Success stories – Youth Collective, Native American programming, news/PA awards, etc.
- Planned giving ideas – Marla Davis bequest for Native American programming as a model of how a donor can make an impact with bequest
- Opportunities to get involved with KBOO – what types of volunteers do we need most right now?
- Ways to support KBOO – vehicle donation, employer match program, etc.

We discussed our member benefits program, and where it stands. While the program is promising, there are several wrinkles that we need to iron out, including whether we actually use a physical membership “card.” Mike noted that right now it is difficult to ensure that the person using the member benefits is actually a member. He suggested that we consider sending out a limited-time discount code to members for various discounts. We agreed that we need to add more significant member benefits before we heavily promote the program.

Meeting adjourned – 6:00pm

The Development Committee will hold their next monthly meeting at KBOO on **Wednesday, June 5th** at 4:30pm.