

Development Committee Meeting Notes 8/23/2021

Time: 4:30PM - 5:30PM

Present: Laurie, Jill, Alyssa-(*at the end of the meeting*)

Laurie and Jill discussed September's Annual Meeting while waiting for other committee members to join.

Approve meeting notes

- July 2021
 - Held for September meeting

Station Managers' Update

- Postponed until September meeting
 - KBOO news
 - Open positions
 - Community outreach
 - Other

Personnel Policies

- Hold for final discussion and hand-off during next meeting

Development Discussions

- Current fundraising campaign
 - Held for next meeting
- Donor stewardship
 - Held for next meeting
- Suggestions/opportunities
 - A mention of thank-you to Brian Setzler. Brian visited the Development Committee meeting in July and participated in discussions around the need to fundraise in ways other than planning/producing events.

Brian and Jill subsequently spoke on the phone and Jill has hopefully transcribed Brian's brainstorms accurately/thoroughly. Thank you for getting this conversation going, Brian.

1. Monetary gifts in memory of...

- An opportunity to respectfully ask for donations in memory of a KBOO member/volunteer/staff that has passed
 - **KatMeow:** if we did the promos it would help save staff some work but it would take some staff time to get it running on air as well as membership staff time to handle and track the new donation stream

2. Published member list

- A page on the KBOO website where members' names are listed
 - Split out by giving levels?
 - **KatMeow:** Published member list- would require consent and someone on staff to keep the list updated and respond to people who want their name added or removed.

3. Sponsoring equipment

- Equipment can be valued and members can select which item they want to sponsor.
 - For example, Microphone = \$750 (?) for 1 year; Headphones = \$300 (?) for 1 year
 - With the idea that the sponsorship will cover the costs of equipment maintenance.
- Maybe hold an online event to initiate interest/sales.
 - **KatMeow:** Sponsoring equipment- would require consent and someone on staff to keep the list updated and respond when items need to be removed/added.

4. Encourage programmers to raise more money

- Incentives?
 - **KatMeow:** Programmers who raise the most money could have the first choice of time slot (excluding fixed programming)?-*this would impact our program director.*

5. Web wish list

- KBOO doesn't want to miss out on opportunities for people to give large/small gifts.

- Donations can be monetary and designated for a specific need/item
- Donations can be the specific item requested
- Then these items won't need to come out of the annual budget
- KatMeow: Web wish list-would require consent and someone on staff to keep the list updated and respond when items need to be removed/added.

6. Emergency outreach

- KBOO compiles/prints a 1 page, front/back daily news update to pass out on bus lines.
 - Informative for riders
 - Outreach for KBOO
 - KatMeow: Emergency outreach-Whoever creates the copy would have to spend time printing it out. I think this would work best if **we** as board members each took time to write our own personal letters to the public with reasons why we support KBOO and let them know how to get involved, listen or donate.

The Development Committee, during this - August - meeting, felt it may be possible to proceed with numbers:

1. Gifts in memory of ...
3. Sponsoring equipment
4. Encourage programmers to raise more money
5. Web wish list

KatMeow, Board President, provided feedback. See comments in **pink** above.

The committee needs to check in with Station Management regarding staff time and feasibility.

Jill will prepare a proposal for Station Management including these ideas and the feedback.

Next meeting: Monday, 9/27/2021 | 4:30 - 5:30 pm | via Google Meet