

Development Committee Meeting Notes 1/23/2023

Time: 4:30pm

Present: James, Joyce, Sherry, Jill

Note taker: Jill

END-OF-YEAR FUNDRAISING CAMPAIGN (2022)

- Details
 - Online campaign: 11/1 - 12/31/2022
 - On-air campaign: 11/29 (Giving Tuesday) - 12/31/2022
- KBOO exceeded its online goal before the end of December 2022
 - This revenue did not include the matches or members who mailed checks
 - Even before the responses to mailers and white mail had been returned/opened (checks)
 - Final numbers for the campaign are still being tabulated.
- Board participation
 - Board members conducted outreach to major donors as the campaign was underway to remind about giving and ask for matches.
 - Development Committee members still writing Thank You cards to major donors

DEVELOPMENT DIRECTOR SEARCH

- The Management Union Bargaining Committee is working with the Union Bargaining Committee to finalize the job description.
- The Development Director job is expected to be posted in February 2023.

CRAFTING AN ASK

- “Will you please join me in supporting KBOO by donating today...”
 - ‘Will you please join me’ is impactful.
 - Listeners will know that they are “joining” a family of folks including that KBOO programmer in supporting community radio.
- Suggestion to share with members that program hosts are volunteers.
 - Volunteers are members
 - As a fellow member, will you join me....
- Also, suggestion to provide education on what the advantages are to being a KBOO member?
 - Vote for the Board of Directors
 - A key chain?
 - Local retail/restaurant discount card?

- Share these tips with Station Manager / Rev Ops / Programming before the next membership drive.
 - Suggestions for pitching

TRANSMITTER CAMPAIGN

- Delivery of the transmitter has been delayed and is now expected to arrive in mid-February.
- Do we want to create a campaign around the new transmitter to cover costs
 - Transmitter purchase cost
 - Shipping
 - Installation
 - Total approx: \$115,000
- Make a request of the Station Manager to be contacted when the transmitter delivers to capture video.
 - We can also take video during installation.
 - Drone coverage?
- Video footage to be used for informational/educational purposes as part of the campaign ask.

JAMES MARSH HOUSE STORY

- Opportunity to tell the story of the acquisition of the James Marsh property on-air
 - Who was James Marsh
 - Did he make his gift through planned giving?
 - How does that work?
 - We want to let listeners know they too can donate property to KBOO
 - Sherry and Jill will work on this

BRAINSTORM

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- Research by Joyce - to be discussed during the February meeting
 - <https://docs.google.com/document/d/14UfcdOX-eZseaDixpiSrVAHdhHh4W3vt/edit?usp=sharing&oid=102401561248433704080&rtpof=true&sd=true>

NEXT MEETING

- Request to move the Development Committee meeting to any date/time other than directly before the monthly Board meetings.

- Monday, 2/20/2023 at 5:30pm
 - *new day - 3rd Monday of the month
 - Via Zoom