

Development Committee Meeting Notes 2/20/2023

Time: 5:30pm

Present: James, Joyce, Sherry, Jill, Stanley Blackwell

Note taker: Jill

DEVELOPMENT DIRECTOR SEARCH

- The job description was finalized with the union
- A hiring committee has been formed
 - James suggests the Interim Station Manager remain on the hiring committee for the Development Director
 - To participate along with the Board President
- Job to be posted this week according to FCC/KBOO/Union requirements
 - James suggests posting in The Portland Skanner
- Development Director is the highest paid position in the Collective Bargaining Agreement

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)
 - Joyce will bring final numbers to the Board meeting next week
- Board participation
 - Development Committee members still writing Thank You cards to major donors

"NO FRILLS, ALL THRILLS" SPECIAL PROGRAMMING CAMPAIGN

- 2/20 - ?/?/2023

- No one on the Development Committee was notified about the details of this fundraising campaign
 - No one on the Board was contacted about the details of this fundraising campaign.
 - It is difficult for Development Committee/Board members to participate in fundraising drives if the Development Committee does not know they are happening.

- The campaign started off today with National Love Your Pet Day special programming

- The board wants to participate:
 - Sherry will record a short promo on the reasons why she gives to KBOO.
 - Jill will talk to Chris to see about the details and getting it on the air.

 - Other board members?
 - How long is the campaign?

 - Sherry will email the board with specific social media action items for them to help spread the word about the fundraising drive.

CUBA TRIP

- The Spring Cuba trip has booked enough people to travel
 - KBOO will receive at least \$8,000 in proceeds
 - More if more people sign up before the trip in March

- KatMeow will not be participating in the tour

LINKEDIN

- The Membership Director suggested using LinkedIn as a tool to cultivate and build relationships with major donors
 - Jill agrees that the Development Committee can network with major donors through LinkedIn
 - especially if we are doing outreach with them in other ways like phone calls or thank-you cards.
 - Jill has a list of major donors and will speak with Drew about strategy.

 - Sherry will organize a social media package (?) for major donors to give to the new Social Media Coordinator.
 - The Board can be the “face” of social media but the Social Media Coordinator will be responsible for all posts.

NEWSLETTER

- There is a KBOO newsletter for programmers.
- There is a KBOO newsletter for volunteers.
- KBOO does not currently have a newsletter for members
 - To include many elements of the programmer/volunteer newsletters with additional news about the station and any upcoming work.
 - Features: Volunteer, Staff member, Board member
 - Joyce noted that X-Ray sends e-newsletters once or twice a month.
 - Short, informative, no ask
 - Joyce will send example to Jill
 - Jill will try to create format for a member newsletter by the March committee meeting
 - Newsletter to be distributed in April
 - beginning of 2nd quarter (calendar) / 3rd quarter (fiscal year)

BRAINSTORM

- Research by Joyce - raw data
 - <https://docs.google.com/document/d/14UfcdOX-eZseaDixpiSrVAHdhHh4W3vt/edit?usp=sharing&oid=102401561248433704080&rtpof=true&sd=true>
 - Joyce will synthesize into presentation for Development Committee and for new Development Director

EVENTS COMMITTEE

- Brendon Reyes, KBOO's Urban Music Director, attended the strategic planning sessions last week
 - He has lots of ideas of live stream events
 - Fundraisers for KBOO
 - Will attract younger generations maybe just learning about KBOO
 - Potential for new members
 - Invite Brendon to chair a revived Events Committee
 - To include a 55th birthday celebration

- The Development Committee agrees that the Events Committee can be separate from the Development Committee

NEXT MEETING

- Request in January to move the Development Committee meeting to any date/time other than directly before the monthly Board meetings.
- The Development Committee is now meeting on the 3rd Monday of the month at 5:30pm via Zoom
- Monday, 3/20/2023 at 5:30pm
 - Via Zoom