

## **Development Committee Meeting Notes 2/26/2024**

Time: 4:30pm

Present: Yousef Mayel, Carmen Garnica, Mike Frost, James Neale, Arty Wall, Mike Ftaclas, Nathan Vandiver, Jill Blanchard

Note taker: Jill

### **AGENDA**

- Fundraising
- KBOO Membership overview
- Welcome back Development Director
- Grants
- Joan Gary resources
- Legacy giving
- Major donors
- Thank you cards
- Next meeting

### **NOTES**

#### **Fundraising**

- All Thrills No Frills - winter drive
  - Drive ends 3/15/2024
  - On-air goal = \$22,000
  - Handbills and flyers for committee members to distribute
  - Tried new pitching direction based on feedback from programmers, listeners and staff
    - Updated pitching class
- End-of-year drive
  - Drive complete
  - On-air goal = \$75,000
    - On-air contributions exceeded goal
  - Still closing out contributions from mailers
  - Final drive numbers will be ready soon

#### **KBOO Membership overview**

- Arty Wall and Mike Ftaclas presented an overview of the Membership Department's work and responsibilities.
  - How members donate
  - Match pools
  - Segmented mailers

## **Welcome back Development Director**

- The committee welcomed James Neale back after family leave

## **Grants**

- Grant proposals for this fiscal year total requests for approximately \$125,000
  - 2 specifically for programming, news and public affairs
  - Nathan sent proposals while James was away
    - The earliest KBOO may hear about the decision may be March
  - James is currently working on the grant proposals with the closest deadlines

## **Joan Gary Leadership Lab**

- Resources for nonprofit Boards and Development departments
  - James is checking to see when the curriculum will return online

## **Legacy giving**

- James is reworking the way that KBOO communicates about planned giving
- James is considering working with a law firm for an event for members that explains planned giving and the process for giving to KBOO
- Free Will also has helpful resources for planned giving

## **Major donors**

- Development Committee members will be contacting major donors for participation in the match pool for the next fundraising drive.
- Development Committee members will also cultivate major donor relationships via 1-on-1 communication
  - In person, on zoom, phone, etc.
- James is working on a “pitch guide” for Development Committee members
  - To help board/committee members to feel comfortable talking about KBOO and making an ask for funds

## **Thank you cards**

- Thank you cards for the End-of-Year Drive will be complete as of 2/29/2024.
- The list of major donors for January is complete

- Committee members will write cards for January donors in March.

### **Next Meeting**

- Monday, 3/18/2024
  - 5:30pm
  - via Zoom