

Development/Events Committee Meeting 4/26/2021

Time: 4:30PM - 5:40PM

Committee members present: Laurie, Jessica, Jenna, Jill

Note taker: Jill

AGENDA

Approve March meeting notes

KBOO Station Managers' update

Development

- Personnel policy review
- Donor stewardship
- Disaster preparedness ask

Grants

- Moved discussion to Grants meeting scheduled for Thursday, 5/13/2021

Events

- Disaster preparedness online fundraiser
- Rip City Basement debrief

Opens

Approve March meeting notes

- 4 people attended the meeting.
 - Quorum was not reached
 - The meeting notes from the 3/22/2021 meeting were not approved.

KBOO Station Managers' Update

- Spring Drive
 - As of the afternoon of 4/26/2021, KBOO has raised \$21,270
 - Overall goal = \$90K by 5/22/2021
 - \$60K from on air
 - \$15K from mailers
 - \$15K from matches
 - Grateful Dead & Friends wants to hold a "capital campaign" event
 - To play Grateful Dead music featuring world capitals
 - To raise money for capital expenditures
 - Station Managers will work with programmers regarding possible funding for
 - A new mixing board
 - A new antenna
 - Air room upgrades

Development

- Personnel policy review
 - #9 - Fundraising
 - No changes/updates from the Development/Events Committee
 - Review with Gene

- #19 - Underwriting
 - Historically at KBOO there has been a revenue limitation on Underwriting
 - KBOO did not want to move away from its “membership” model.
 - Underwriting Coordinator position has not paid for itself in many years

 - KBOO may decide to dedicate as much of 20% of the operating budget to underwriting.
 - KBOO has opportunities to reach new members
 - GenZ and young Millennials like to be asked a variety of ways to give.

 - See policy updates:
 - https://docs.google.com/document/d/1my082UaJluwQinx3zL1_SJZk10E0N-fbNuO-ElyQn-l/edit?usp=sharing

 - Review with Gene

- Donor stewardship
 - Thank you notes
 - Jessica and Laurie wrote thank you notes to the BAM! event participants

 - Major donor calls
 - Laurie made approximately 10 phone calls
 - Successful in reaching 1 person
 - Followed up with others by email
 - No responses

 - Jessica noted that it is awkward on the phone when asking for money on the phone then not knowing how to process payment when they say yes.

 - Drive matches
 - Laurie obtained a \$600 match for the OI Mole Variety Hour

 - Next steps
 - Discuss with Board of Directors during meeting 4/26/2021
 - Make calls before the end of the Drive 5/22/2021

- Disaster preparedness

- Priority fundraising ask = \$3,200
 - For backups of KBOOs servers, website and archives

- KBOO appears to be a good fit for a Murdock grant.
 - The Murdock Trust offers strategic grants for
 - Capital projects
 - Equipment and technology
 - Up to 50% funding

Grants

- Time constraints pushed this discussion to the grant-specific meeting scheduled for Thursday, 5/13/2021.

Events

- Rip City Basement
 - Debrief
 - Brendon has the opportunity to introduce a new audience to KBOO and the potential to raise funds for the station.

 - Live stream event
 - The Station Managers will invite Brenboy to join the committee and/or work on a live stream event for KBOO.
 - To raise funds for disaster preparedness
 - Overall goal = \$3,200
 - Goal can be reached with more than 1 event if necessary

Next meetings

- Grants Workgroup
 - Date: Thursday, 5/13/2021
 - Time: 4:30PM - 5:50PM

- Development Committee
 - Date: Thursday, 5/24/2021
 - Time: 4:30PM - 5:50PM