

Development/Events Committee Meeting 12/28/20

Time: 4:35PM - 5:40PM

Present: Celeste, Jessica, MacRae, Laurie, Brian

Facilitator: Celeste

Note Taker: Laurie

September 2020 notes: <https://www.kboo.fm/file/118606/download?token=3CXlpDvg>

Notes

- Finance Meeting
 - Collins

- 25k matchings next year (2021)

Question about when to submit report (need 12 months after report to apply again)

- Grants & Loans:

- Glaser Progress Foundation (20k unrestricted)

Celeste will follow up with Glaser to find out status of our proposal

- Autzen grant?

Celeste will look into this, too

- Juan Young Renewal: \$5,000 - due January 2 or 3, 2021

Discussion of grant possibilities to help support specific KBOO needs: need to update website, social media coordinator, marketing plan

- Archival work:
 - 50th Anniversary website into our own
 - Erin (leverage Erin's historical knowledge for more archiving grants)
 - Historical Preservation Grant (?)

- Grants Matrix (Updated and converted to google sheet?)
 - Grants that are on the table & in the pipeline

Discussion of grant matrix; Laurie & Stacy updated in Apr-May

Jessica suggested that we research and update grant possibilities; divide up list, can develop drafts for station mgrs and/or devmt director to send out

We need to make sure we have most recent version of matrix and post on drive that can be shared with Jessica and Laurie

- GIG
 - Current status: \$33,518/ 504 donors
 - Big push for last week of drive: more promos played more often
- Board members letter writing campaign

- o Current status

Celeste noted Board pledge last year to raise \$12K; this year board is to raise \$10K

Brian suggested that each board member come up with 50 names of folks they could contact to become sustaining members of KBOO and commit to doing so over the next 6 months

Brian asked for clarification of fundraising timeline and board v devmt comm v staff duties

Celeste: 2-tier approach for Board: approach major donors, generate other projects

Jessica: volunteered to take leadership on updating grant matrix

November-December 2020 End of Year Campaign
\$66,000

Includes:

1. Give!Guide (Nov. - Dec.) = \$50,000 (w/\$25k anonymous match from Collins Foundation) -files on G Drive
https://drive.google.com/drive/folders/15TcKhMi_VNq1vQ5w7QLntgjxzI_WpTT0?usp=sharing
2. Year End Appeal (State of the Station to be sent in early Nov.) = \$12,000
3. Renewals = \$8,500
4. Unsolicited = \$500

February-March 2021 Winter Campaign \$
43,000

Includes:

1. T-shirt campaign = \$1,500 (based on last years "Love" campaign)
2. Direct mail (current and lapsed past 5 years - goes out in early Sept.) = \$10,500
3. On-air fundraising = \$20,000
4. 10K match TBD (ask major donors)
5. Juan Young Trust \$5K Renewal application due in early January