

## **Development Committee Meeting Notes 9/26/2022**

Time: 4:30pm

Present: Tom, James, Jill

Note taker: Jill

### **FUNDRAISING**

- Year-end Campaign
  - Annual Report - appeal letter
    - Emma and Jill working on copy
      - State of the station
      - Future of the station
      - Financial position
        - Goal FY22 = \$765,437
        - Actual FY22 (through August) = \$777,000
        - \$361K ahead in net income than budgeted
        - \$133K better on expenses than budgeted
  - Board engagement with major donors
    - Similar to board outreach in November/December 2021
- Transmitter
  - First payment has been made - affects financial position
  - Remainder due December - January
  - Create year-end campaign to raise funds for the transmitter
    - KBOO can pay for the transmitter out of the budget but this is a good opportunity for members/donors to support something tangible.
  - Discuss income opportunities for other stations to use (rent space) KBOO's transmitter
- T-shirt campaigns
  - 4 times per year
  - Approximately \$10K in revenue
- Cuba Trip
  - 20 people
  - \$22K in total revenue
  - KatMeow Garcia attending as KBOO ambassador
- Planned giving
  - 30+ people have expressed interest in considering KBOO in their estate planning.
  - James suggested collecting testimonials from people who currently have KBOO in their estate plans.

## OTHER

- Outreach
  - Drew, Nate and Tom are developing a more robust program for events
  - Including social media
  - Growing membership
- Youth Collective
  - Staff/Board strategic planning topic
    - What will the programming be
    - What can we reasonably achieve
- Strategic planning
  - Need to add facilitation to budget
- Feasibility study
  - Need to add to budget
  
- The next meeting will be Monday, 10/24/2022 at 4:30pm