



Development Committee Meeting Notes

Date: Tuesday, 2/11/2025

Time: 5:30pm

***The Development Committee meeting was scheduled for Monday, 2/17/2025 - President's Day - so it was moved to Tuesday, 2/11/2025*

Present:	Station Manager	Nathan Vandiver
	Directors	Joyce Nance, James Draznin, Carmen Garnica, Mike Frost, Jill Blanchard
	Staff	Arty Wall, Danielle Schira
	Volunteers	Sekoynia Wright, Jamie Bair, Drew Alcoser

Note taker: Jill Blanchard

FEBRUARY AGENDA

- Welcome and introductions
- End of year campaign
 - Final results
 - Thank you cards for donors
- Current KBOO messaging
- All Thrills No Frills Campaign
- Art Walks
 - Business sponsorships
 - Food donations
 - Ambassadors
- Major donors
- Grants
- Planned giving
- Social media
- Announcements
- Adjourn

NOTES

Welcome and Introductions

End of year “Catalog of Connections” campaign

- The end of year campaign raised more money than any other single fundraising campaign in KBOO history
- Thank you to all Development Committee members who participated in fundraising activities during the end of year campaign.
 - Thomas, Michael, Mike, Sekoynia, and Jill made calls to major donors to solicit their donation and ask if KBOO could use their donation as part of a match pool to build excitement during the last week of the drive.
 - We are starting to write thank you cards to these same people
 - Sekoynia, Jamie, Josh, Ona and Jill wrote to donors to complete the 2024 thank you card list.
 - In-person donation events
 - Michael, Mike Frost, Sekoynia, Carmen, Ona, Josh, and Jill hosted the first ever in-person donation events at the station.
- Thank you cards for donors
 - Jill has been distributing lists of major donors to committee members who have volunteered to write thank you cards.
 - There are always more donors to thank
 - we are always looking for more volunteers to write cards

Current KBOO messaging

- This is a new section of the agenda
 - It is good to be up to speed on the current messages KBOO is communicating
 - For example “KBOO is celebrating Black History and Future month” or “Support KBOO’s capital campaign for a new website”
 - KBOO is usually messaging something through constant contact - BOO Bulletin, kboo.fm and/or social media.
 - As a Development Committee member it is important to be able to talk with donors and potential members about KBOOs current messages.

- The committee will ask staff/station manager for current messaging during future Development Committee meetings.

All Thrills No Frills

- Off-air fundraiser - no pitching
- The campaign focuses on special programming
 - Black History and Future Month
 - Sekoynia asked about her proposal for Black History and Future month programming
 - Metal marathon
 - And more
- Listeners will be encouraged to listen to the special programming when there will be overt fundraising pitching
- Will commence at the beginning or middle of April
- Goal:
 - \$40K total goal
 - \$5K merchandise
 - \$35K white mail and online goal
 - Joyce asked if there is a stretch goal
 - None currently planned
- James is glad the campaign is not live. Too much pitching becomes white noise. Pitching is not the only tool for raising funds.

Art Walks

- First Friday Art Walks are taking place throughout Portland's Central Eastside
- December's Art Walk took place on Friday, 12/6
- No KBOO Art Walk in January 2025
- February's Art Walk on Friday, 2/7 was a success
 - The theme for this event was "Valentine's Day"
 - The event featured art, live music, a radio broadcast, vendors and food.
- Invite major donors to future Art Walks when writing thank you cards

- Are any committee members available to help as KBOO ambassadors during the March Art Walk on Friday, 3/7?
- Committee members are also needed to seek business sponsorships and food donations.
 - See First Friday One-Sheet
 - Let Jill know if you can help.

Major Donors

- Jill and Mike Frost will spend some time calling some of the major donors and will ask for testimonials.
 - Why did the donor give \$20K?
 - Why is KBOO important to them?
 - Why do they give to KBOO?
- Sekoynia let the committee know that it is great to see the thank you note program finally off the ground.
 - Thank you cards are a great way to intimately thank donors.

Grants

- Marie Lamfrom grant
 - Letter of intent was submitted on 11/1
 - Accepted and KBOO submitted the full grant application
 - Awaiting response in March
 - \$20K to \$50K per year for 3 years for operations
- Do any committee members know about or are connected to other grant opportunities?
- Does anyone want to do grant research?
 - Which foundations/grants would be a good fit for KBOO Community Radio

Planned giving

- James is leading the planning for another (series of) planned giving event(s) during April 2025
- Direct outreach to loyal donors
 - Paper invitations via USPS to specific donors with followup by email and phone
 - Paper letter on KBOO letterhead/or Kate will design

- Volunteers will be needed to make followup communications with donors after the invitation is sent in the mail.
- Timeline and checklist
 - Once the date for the seminar has been set, we can finalize the timeline for communications and any other preparation for the event.
 - Arty has been working on a timeline and checklist for this event
- Testimonials
 - Find donor who has already included KBOO in their estate plans

Social media

- In what ways can Development Committee members be using their personal social media accounts to amplify KBOO's messaging?
- Jill will ask Kate and Arty before the next Development Committee meeting.

Workgroups

- Sponsorships and underwriting
 - Jill will form a workgroup to brainstorm and contact businesses that might want to sponsor an Art Walk or provide underwriting for the station.

Announcements

- No announcements

Next Meeting

- Tuesday, 3/17/2025
 - 5:30pm
 - Hybrid meeting
 - At KBOO Community Radio
 - On Zoom