

Development/Events Committee Meeting 2/22/21

Time: 4:30PM - 5:30PM

Present: Celeste, Laurie, Jessica, Jenka, Alyssa, Diablo, Jill

Facilitator: Celeste

Note taker: Jill

AGENDA

KBOO Update

BAM! Event

Donor Stewardship

Grants & Loans

Development Director

Opens

KBOO Update

- Discussion moved to Grants & Loans section of agenda

BAM! Event

- Registrations/tickets as of this meeting = 34
- Registration/ticket donations amount = \$415+
- Promotions
 - OpenSignal
 - Jenka prepared slide promo and it is now running per Katmeow
 - Email blast sent to KBOO volunteers via Volgistics - Monday, 2/22
 - Email blast to be sent to constant contact list - Tuesday morning, 2/23
 - Although we were late getting these last promotions out, we did a lot with only 5 weeks planning.
- Eventbrite
 - Registered participants/ticket holders will receive 3 reminder emails from eventbrite before the event
 - 2 days before
 - 2 hours before
 - 15 minutes before
- Finishing touches
 - Webinar
 - Jenka will email zoom webinar link to the panelists
 - Laurie will send Jenka their emails
 - Committee support
 - View film
 - Attend event
 - Come prepared with questions for the panelists to ensure there is robust discussion if audience participation can use support
- BAM! Event debrief meeting
 - To be held after the event

- First week of March?

Donor Stewardship

- Thanking major donors
 - Board members have been/are/will be working on thank you cards for major donors.
 - A script/template/outline has been developed for board members to use when making contact.
- Requesting matches for the Spring drive
 - Once thank yous have been sent, Board members will reach out to major donors to request matching funds for the spring drive.
 - Scripts will be developed for FAQs focusing on KBOO's accomplishments
 - For example: Q“Why does KBOO run a deficit budget?” A“KBOO believes in paying a liveable wage...”

Grants & Loans

- Jenka brought a fundraising need to the Committee: money for disaster preparedness
- Celeste has applied for a federal grant that provides funds to protect from threats of terrorism (domestic or otherwise).
 - Can include improvements like cyber security and site hardening.
 - Jenka requested to be included in the process
- Stacey Edwards has been working on a Prosper Portland grant that will also allow for building improvements if KBOO is approved.
 - Can include improvements such as solar power on the roof of the building
 - Jenka requested to be included in the process

Development Director

- Finding a qualified candidate at the current salary offering is going to be challenging
 - KBOO needs someone with a strong skill-set and significant experience to raise the kind of money KBOO needs to operate.
- 8 applicants so far
 - Not all of them look qualified

Opens

- Diablo brought a fundraising idea back to the committee after an initial discussion with Tom.
 - Customizable KBOO merchandise with program (old and new) artwork

- Tom started a Bonfire KBOO store but so far it's only "KBOO" merchandise - nothing program specific
- When we can get back into the station, if feasible, it will be fun to look for the older artwork files.

Development/Events Committee Meeting 1/25/21

Time: 4:30PM - 5:40PM

Present: Celeste, Jenna, MacRae (had to leave early), Jessica, Alyssa, Stacey, Jill

Facilitator: Celeste

Note Taker: Laurie

- [Problem with logging on to Google Meet for meeting, delay in start, apologies to those who couldn't join]
- Selection of chairperson for Devmt/events committee: Jill Blanchard volunteered, (unanimous support) and will co-manage with Celeste until new development director hired
- Event in February: discussion of film event/fundraiser on Chicago Black Arts movement; Celeste will set up meeting this week (Thurs) to make plans. Filmmakers will donate time to KBOO, have film ready to go on Vimeo or can move to other platform. We can show film (50 min.) and feature discussion w/filmmakers. Event seems doable (we can organize within month), and perhaps can serve as model for future virtual fundraising events.

Instructions from MacRae on previous virtual events:

1. Decide a date
 2. Decide a platform (twitch.tv or Zoom or YouTube Live, etc.)
 3. How will we fundraise? PayPal link for donations day of, donation page on website? Should we have sponsors?
 4. Create a flyer and web banner ad
 5. Volunteers
- Donor Stewardship Project:
 - Review of Z Piliafas suggestions: Celeste reviewed grid/checklist for following through with donors on gifts
 - Implementation: Devmt Director and Membership Director will care for most major donors;
 - Devmt committee members will help with caring for other donors (writing thank-yous, etc.)

- BOD search for Match Donors: board members need to find others who can help Devmt Comm to raise matches (\$15-20K in match money; could be in smaller, \$200-500 or larger donations); KBOO needs to raise \$90K during spring drive (begins March)

- Grants & Loans:
 - Updates on old
 - Juan Young Renewal
 - Glaser Progress Foundation
 - Autzen grant?
 - Strategies for new grants search
 - Jessica described strategies for searching for grants; offered to help, will lead a subcommittee's effort to map possibilities
 - Celeste notes that if we can get grants to fund equipment, will free up funds for other operations, activities;
 - Jenna suggests discussing w/Open Signal how they fund equipment
 - Stacey offered to help with searching for grant opportunities, and will help with grantwriting
 - OCF grant: Jenna updated. Too much going on to meet this month's deadline. Very competitive, can prepare for next one. Need to search for other grants to help with digitizing and preserving oral histories and other archival materials. Managers see this as priority given the state of the building. Erin can help as volunteer for this project. May need to schedule a meeting next month to plan project.

- Search for new development director: update from Celeste re discussion w/union about renegotiating salary; need higher wage to attract competent candidates for this critical position

- Board members letter writing campaign
Current status