

Development Committee Meeting Notes 6/20/2023

Time: 5:30pm

Present: Carmen, Arthur, Nathan, James, Joseph, Jill

Note taker: Jill

WELCOME & CHECK-IN

- This meeting was held on *Tuesday, 6/20* so everyone could observe Juneteenth when we usually meet on the 3rd Monday of the month (which would have been 6/19 - Juneteenth)

CURRENT FUNDRAISING NEED

- KBOO needs to fundraise approximately \$400,000 in order to balance the budget for FY23.
 - Board-led fundraising efforts can amplify staff efforts for the Fall fundraising drive.
 - KBOO can play up some successes while educating the membership
 - 1st permanent station manager in 5 years - Welcome Nathan!
 - New transmitter purchase and installation
 - KBOO pays staff a liveable wage
 - How does this impact the budget?
 - KBOO is a community resource worth investing in

FUNDING SOURCES

- Where can we find \$400,000 by 9/30/2023 - the end of the fiscal year?
 - Corporations
 - Traditionally KBOO has not asked corporations for money
 - Many local corporations (Intel, Nike, Providence, etc.) have community foundations where we could apply for grants.
 - What does this mean for KBOO's identity?
 - Major Donors
 - Hold medium-sized (no more than 20 people) relationship building events with major donors, the station manager, board members and volunteers.
 - Find offsite location
 - 3-4 people at tables
 - Involve food and predetermined questions for conversation.
 - Once discussion at tables is complete (20 minutes), the station manager or board president can make a pitch for donations.
 - The whole event wraps up in under an hour
 - Hold small relationship-building events with major donors, the station manager and 1 or 2 Board members.
 - This could look like a tour of KBOO, coffee at Grenels, a meal someplace near the donor.
 - Other ideas to be discussed in July

GIFT MATRIX

- Nathan will work on a “gift matrix” that, once we know who to contact, will show us the size of gift we will need to ask for and how many overall gifts to solicit

CASE STATEMENT

- Nathan will work on a “case statement” that will help align the messaging of the campaign and make sure we are all using the same language about what we are asking for.
 - Something with the theme of moving KBOO into the future

DISCUSSION

- James
 - *Synopsis*: Talked about how the first people to make the “sacrificial” gift to KBOO in this campaign should be the people who are asking for donations as it makes them more credible in saying “join me in supporting KBOO”.
 - If we can’t raise this kind of money KBOO needs to lower expenses.
- Jill
 - Traditionally, KBOO has had a cross-class, cross-community Board of Directors. Some people can give more time than money but I still feel like they are contributing.
- James
 - It isn’t about the number of “0”s after the \$, just that it makes a significant impact to you. It will be hard to raise \$400,000 in time commitments.

HIRING UPDATES

- Development Director
 - The Hiring Committee looked at applications for 2 additional people
 - 1 found another job before we complete the interview process
 - The other was not selected
 - Hiring committee will determine when to repost the position for a new candidate pool
- Membership Director
 - Hiring process is almost complete
- Comments:
 - Once the 3+ positions directly-responsible for fundraising have been filled, KBOO will be able to reset its fundraising strategy.
 - Development Director
 - Membership Director
 - Engagement Coordinator

WILLAMETTE WEEK GIVE!GUIDE

- Application for 2023 has been submitted
- KBOO should hear whether we are accepted in August

NEXT MEETING

- Tuesday, 7/17/2023 at 5:30pm
 - Via Zoom