

## **Development Committee Meeting Notes 11/22/2021**

Time: 4:30PM - 5:30PM

Present: Jessica, Jenna, Celeste, Jill

### AGENDA

- 4:30 Welcome
- 4:35 Approve October meeting notes
- 4:40 Station Managers' Update
  - News
  - Open positions
  - Community outreach
- 4:50 Personnel policy review
- 5:00 Development
  - End of Year Fundraising Campaign
    - Outstanding board member calls
    - MAJOR major donor contacts
    - Follow-up communications
    - Giving Tuesday
- 5:25 Opens
- 5:30 Adjourn

### October meeting notes

- Quorum was not reached for approval

### Station Managers' Update

- News
  - KBOO has contracted Tom (previous Development Manager) for a flat fee to assist with the end-of-year email blasts
  
- Open positions
  - Volunteer coordinator
  - Web & New Media Coordinator
  - Development Director
  - Membership Director
  - Station Managers

- Community outreach
  - Next fundraiser is scheduled for 3/19 - Bluegrass Marathon
    - Looking for a match by 3/1
      - \$1000?
    - KBOO can pull donor data from the last 5 bluegrass marathons for analysis
- Other
  - Ask the next Station Managers to look into using the CASH app and accepting crypto currency
- Advice for the committee
  - Evaluate what the committee CAN do and what it can focus on.
    - Other than operations.
    - Board fundraising
      - Find repeatable actions with major donors
    - Wait on grants until a Development Director is in place
    - Develop a revenue plan calendar
      - Start with the Spring Drive in April 2022.

#### Personnel policy review

- On hold
  - Moved to December meeting when more committee members are present
    - Make final updates and call for Board vote

#### Development

- End of Year Fundraising Campaign 22EY
  - Outstanding board member calls
    - Jill will regroup with KatMeow to strategize completion of major donor contacts

- MAJOR major donor contacts
  - Ronnie LeCroute - KBOO's largest supporter needs to be contacted for a match request
    - Celeste, Jenna and KatMeow to take Ronnie to lunch?
    - Tom (previous Development Director with a relationship with Ronnie) will reach out to her with the match request.
- Follow-up communications
  - There is a board member starting thankyou cards for \$1 - \$250 donations from the 22FD.
- Giving Tuesday
  - Jill will check in with KatMeow to see if the Board wants to get together in real life on Giving Tuesday to make calls.
- Other
  - Jill will look into Collins Foundation grant to use as a match

Next meeting | 12/27 @ 4:30pm via GoogleMeet