

Development Committee Meeting Notes 5/23/2022

Time: 10:00AM - 10:50AM & 4:30PM

Present: Tom, Jill

Note taker: Jill

- Spring Membership Drive
 - KBOO has about \$40K in of \$56K goal with 6 days remaining
 - Drive ends Saturday, 5/28
 - Approximately \$20K in matches for this drive
 - Board members on the Development Committee have been sending thank you notes to donors who have given \$1,000+
 - T-shirt campaign “Hive Drive” = \$850
 - Promoted through social media and by email blast to members

- AFR is complete
 - KBOO will have \$100K released for spending

- Cuba Trip
 - 4 people are signed up so far
 - Del and Tom will be interviewing the guide that is hosting the trip on the air
 - Does the Board know about any potential local Cuban partnerships for KBOO?

- Transmitter campaign
 - Event
 - “Turn on the Tower”
 - Tshirts
 - Board support

- Grants
 - Tom is preparing a matrix for the board which will show timing for which grants are in progress.

- Co-sponsorships
 - Tom is working with the new Volunteer Coordinator to be more intentional with co-sponsorships. Making intentional selections of organizations to participate with rather than waiting for co-sponsorship requests to come to KBOO.

- “Just say yes” campaign
 - Repeat campaign from last year.
 - Current members to increase monthly giving by \$1 or \$5

- Board member fundraising
 - Forward KatMeow’s video to friends, family and other contacts with a personal message about why KBOO is important.

 - Think about House Party fundraiser model but perhaps hold at a venue like RonToms

- Give!Guide
 - The Willamette Week Give!Guide application was submitted
 - KBOO will receive a response early in May

- Special event
 - On hold

- Syndication
 - KBOO’s “Race Talk” won an award this week.

 - It is a reminder of the importance of aggressively syndicating KBOO programs up and down the West Coast and across the country.

- Will know something about GiveGuide by June 15