

Development Committee Meeting Notes 3/18/2024

Time: 4:30pm

Present: Yousef Mayel, James Draznin, Joyce Nance, James Neale, Nathan Vandiver, Jill Blanchard

Note taker: Jill

AGENDA

- Grants
- Willamette Week Give! Guide
- Fundraising drives
- Oregon Wildlife Federation
- Major donors
- Legacy giving
- Announcements
- Next meeting

NOTES

Grants

- KBOO was not awarded the Oregon Community Foundation grant.
- 99 Girlfriends
 - LOI window opened last week
 - The organization is hands-on in administering its funds

Willamette Week Give! Guide

- KBOO is applying to be in the 2024 Give! Guide
 - Application due 4/1/2024

Fundraising

- All Thrills No Frills - winter drive
 - Drive ends 3/15/2024
 - On-air goal = \$22,000
 - On-air contributions reached goal
 - Final numbers will be ready soon
 - Still processing donations by mail
 - 35+ Bluegrass Marathon t shirts sold

- Merch sales good during this drive
- Spring drive
 - Dates = TBD
 - Will start sometime at the end of April
 - On-air goal = TBD
 - Development Committee and Board members to assist in securing donors for the match pool.

Oregon Wildlife Federation

- Joe Keeling (former KBOO temporary-station manager during the 1990s)
 - Shuttered his nonprofit and wanted to redistribute the funds to KBOO.
 - James accepted a check for \$7,700.

Major Donors

- Spring drive match pool
 - Calls
 - Phones
 - James developed and shared the phone script for the calls
 - [Match Pool Phone Script](#)
 - Callers are free to improvise and make the script their own
 - The intent of the script is to motivate current members/donors to participate in the Spring Drive by being part of KBOO's match pool.
 - James offered opportunities to meet with him to practice the script to feel comfortable making the calls
 - James N. offered an opportunity for all board members, not only the Development Committee, to participate in the match pool calls.
 - Jill suggested holding a working Board meeting in April so everyone can get involved.
 - Jill will set this up during the Board meeting on Monday, 3/25 and get back to James to confirm the date/time/place of the working board meeting,

- Jill reminded the committee that the people we will be calling are KBOO friends! They have already given us significant amounts of money in the past, they are already major donors.
 - In her experience, these members love hearing from KBOO.
- James N. suggested using a Google Voice number if people don't want to call from their personal phone numbers
 - Mike suggested donors may answer the phone if they see the caller ID from KBOO rather than having to leave a voicemail message
 - James suggested using KBOO
 - Nathan told us that KBOO still has the membership drive phone-bank phones!
- Donor call lists
 - Will be ready this week
 - James will distribute when lists are ready
 - Jill asked if donor history (length/duration of membership) could be included with the information in the spreadsheet
 - Jill explained that it is good to have at least some information about the donors when making the calls.
- Call tracking
 - James has developed a tracking spread to track the contacts and call notes.

Legacy giving

- James is reworking the way that KBOO communicates about planned giving
 - The language on the website has been updated and is now current/legal
- James found a member who is an estate planning attorney that he will contact about holding an event for members that explains planned giving and the process for giving to KBOO
 - To be held after the Spring Drive and before the Fall Drive
 - Summer 2024

Announcements

- Jill let James N. and the committee know that it is board recruiting season

- Board applicants may be visiting the Development Committee meetings between now and June.

Next Meeting

- Monday, 4/15/2024
 - 5:30pm
 - via Zoom