



## Development Committee Meeting Notes

Date: Monday, 12/16/2024

Time: 5:30pm

|          |                 |  |
|----------|-----------------|--|
| Present: | Station Manager | Nathan Vandiver  |
|          | Directors       | Mike Frost, Michael Van Kleeck, Joyce Nance, James Draznin, Jill Blanchard |
|          | Volunteers      | Sekoynia Wright, Jamie Bair  |

Note taker: Jill Blanchard

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### DECEMBER AGENDA

- Welcome and introductions
- End of year campaign
  - Progress update
  - Donor calls for match pool
  - Thank you cards
  - In-person donation events
  - Program guide posters
- Art Walks
- Spirit Mountain
- Grants
- Planned giving
- T-shirt prototypes
- Board "sell"
- Personal, on-air messages
- Announcements
- Adjourn

## NOTES

### Welcome and Introductions

#### End of year “Catalog of Connections” campaign

- Progress update
  - The campaign is off to a good start
- Donor calls for the match pool
  - Thomas, Michael, Mike, and Jill made calls to major donors to solicit their donation and ask if KBOO could use their donation as part of a match pool to build excitement during the last week of the drive.
- Thank you cards
  - Sekoynia, Jamie, Josh, Ona and Jill wrote to donors to complete the 2024 thank you card list.
- In-person donation events
  - Michael, Mike, Sekoynia, Carmen, Ona, Josh, and Jill hosted the first ever in-person donation events at the station.
  - There were 3 events, 1 was successful.
    - Learnings:
      - Hold events on weekends during the day and/or during the evening.
      - Have an attraction
        - There was a live bluegrass broadcast going on during the Saturday event, many folks came to meet the band and the Music From The True Vine hosts.
- Program guide posters
  - James suggested making posters of KBOO’s program guide to give to donors who give over a determined amount.
    - Nathan explained that this is a good idea for future drives but, with the current drive already underway, staff don’t have the bandwidth to administer the projects of printing and distributing
    - This idea will be considered for future fundraising drives

#### Art Walks

- First Friday Art Walks are taking place throughout Portland’s Central Eastside
- December’s Art Walk took place on Friday, 12/6
  - KBOO is creating an “Art Walk” radio program to cover and broadcast these events.

- Live music
  - Interviews with artists and musicians
  - Interviews with attendees
- No KBOO Art Walk in January 2025
- The next KBOO Art Walk will be on Friday, 2/7 from 5pm until 8:30pm

### **Spirit Mountain Community Fund**

- The Spirit Mountain Community Fund awarded KBOO \$5000 during their celebration of providing more than \$100,000,000 in grants since 1997.

### **Grants**

- Marie Lamfrom grant
  - Letter of intent was submitted on 11/1
    - Awaiting response in January
  - \$20K to \$50K per year for 3 years for operations
- Oregon Community Foundation application complete
  - For operations

### **Planned giving**

- James will host another (series of) planned giving event(s) during March 2025
  - Before Spring Break
- Direct outreach to loyal donors
  - Paper invitations via USPS to specific donors with followup by email and phone
- KBOO (Development Committee members) will think about “recognition” activities or a program for donors who plan to leave part of their estate to KBOO when they pass
- Volunteers needed
  - Volunteers will be needed to create the messaging and make followup communications with donors after the invitation is sent in the mail.
- Timeline
  - Once the date for the seminar has been set, we can finalize the timeline for communications and any other preparation for the event.

### **T-shirt prototypes**

- KBOO does not currently offer apparel to buy at in-person outreach events
  - Waterfront Blues Festival
  - Cathedral Park Jazz Festival
  - Art walks
  - Etc.
- Joyce wanted to test whether people would purchase apparel if it were available.
  - She created 2 designs and printed 4 t-shirts to see if they would sell during the in-person donation events
    - Of the 4 t-shirts physically displayed at KBOO, 1 sold and 1 order was placed for a size that was not available.

### **Board “sell”**

- Schools often raise money by having students sell things (candy bars, plants, wrapping paper, cookie dough, etc.)
- Joyce proposed that the board sell t-shirts in the same fashion
- If all board members sell 5 t-shirts at \$30 a piece, KBOO's board will be considered a major donor
  - Shows commitment to fundraising
- Joyce and Jill will propose a board “sell” (with a better name) during the December board meeting.

### **Personal, on-air messages**

- Nathan is working on the details of how the mechanics of this Valentine's Day trial project will work
  - Once the details are worked out KBOO can begin messaging so that listeners can participate and make this a successful fundraising endeavor

### **Next Meeting**

- Thursday, 1/23/2025
  - 5:30pm
  - Hybrid meeting
    - At KBOO Community Radio
    - On Zoom