

KBOO Development/Events Committee meeting 7/27/20

(Attending: Michelle, Tom, Laurie)

1) Summer Appeal

Ronni S Lacroute Fund of the Oregon Community Foundation will provide \$10,000 1:1 match for summer direct mail/email campaign - new summer campaign goal to raise \$15K (was 10K)

Tom has adopted Laurie's board fundraising letter (abbreviated to one page) for summer appeal

Laurie suggests asking KatMeow as board president to sign the appeal

Goal to get appeal out 2nd week of August; email blast and social media

Laurie reported that board has not yet approved her letter; July board meeting has been rescheduled for next Monday Aug 3

Tom stressed that letter is meant to be a template; other board members can adopt and revise and send out own appeals to friends and family; Mike can create personalized links for donations and automatic thank-you letters

Letter reflects board members' commitment to KBOO, why personally important to each person, not a collective expression

Tom and others have reviewed; Laurie will send out week of Aug 3

Ask Celeste & Jenna if OK to tap into major donor budget (from Development budget) if any board members need financial help with postage

2) \$2,500 received from Oregon Community Foundation for Covid-19 assistance form grant submission in March + \$400+ from online store and 87 items sold YTD in the first 2 weeks!

Discussion about profit margin and whether to make special pitch to members before holidays to buy merch; although profits low from these sales, it's all easy

8% credit card charge for merch plus donation seems high

Discussion about reviving some t-shirt themes, creating new ones (Underdog the wonder station!)

3) \$20K Pride Foundation Proposal Submitted - late August/early September

For general operating

4) 250 new member goal btw now and end of September - fall campaign: build power build the future + election t-shirt campaign

Fall campaign: perhaps reach out w/advertising to Mercury and Willamette Week to encourage more members (emphasize importance of KBOO as amplifying marginalized voices)

[this on today's KBOO twitter feed: "KBOO is here. We are on the streets, in the press briefings, at City Hall and at the front lines. We have been here since 1968. And we are not going anywhere. [#TuneIn](#) & [#StayTuned](#) to KBOO [#CommunityRadio](#).<https://kboo.fm> "]

Mike and Tom reviewing pitching notebook and listening to pitches from air room to update scripts, addresses, and will be asking folks to do some recordings in preparation for fall campaign

4) Grants on Deck?

Stacy and Tom working on Autzen Foundation proposal, will send out next month

Discussion about what grants to pursue next: perhaps have staff meeting to discuss priorities (emphasize youth? Discuss with Erin)

Also important to follow up, tie loose ends some grants: OR Cultural Trust: funds remaining, need to wrap up (supposed to be completed in 2018—optics not good for other funders to see incompleting); have made sure that have maintained domain name for website for 50th

Tom will talk with Gene about making sure this item is elevated for board discussion on finance summary report (whether or not to return \$18K to Cultural Trust)

5) Next Year's Plan (move to next meeting)

6) Google AdWords grant and CFC/Workplace Giving

Would like to revive Google AdWords grant (provides more metatags to KBOO site). Tom will work w/Jenka on this.

Need to work on reviving workplace giving, Combined Federal Campaign (CFC). Can anyone on board volunteer to work on this?