

**Development Committee Meeting Notes 12/27/2021**

Time: 4:30PM - 5:30PM

Present: Malik, Tom, Laurie, Jill

Note taker: Jill

**AGENDA****4:30 Welcome****4:35 Welcome Development Director!****4:40 Welcome new committee members****4:45 Approve November meeting notes****4:50 Station updates****5:00 Personnel policy review****5:05 Development**

- End of Year Fundraising Campaign
- Donor stewardship
- Grants
- Events

**5:25 Opens****5:30 Adjourn**

## Welcome

- Tom Lane, KBOO's new/returning Development Director
- Malik Hale, KBOO Board member new to the Development Committee

## End of Year Fundraising Campaign

- Goal = \$45K
- Current drive total = \$58K

## Personnel policy review

- Moved to online discussion.
  - Final review before Board vote.

## Committee business

- Laurie to discuss selection of committee chairs and committee liaisons with the Board during the December Board meeting
- Tom to create a job description for the committee
- Tom will also create a job description for a Development Advisory Group that would meet quarterly. It would be great to invite Becky Meiers, Erin Yanke and Monica Beemer. The group will include major donors and give/get contacts for:
  - Brainstorming
  - Peer-to-peer engagements
  - Best fundraising practices

## Planning

- Suggestion to set committee goals and timeline for 2022 during the January Development Committee meeting
- Tom suggested that these committee goals support a/the new KBOO strategic plan
  - First, evaluate what was accomplished from the current plan and use remaining goals

as a starting point for a new multi-year plan.

- The planning process can include a retreat - preferably with KBOO Board AND Staff (and Gene, if available) - 1 to 2 days to develop a strategic plan including vision, goals and action items.
  - Jill suggested hiring a consultant to lead the planning process so that all KBOO Staff and Board members can fully participate in creating the plan.
  - Laurie will suggest the planning retreat to the Board and begin the date selection process

#### Donor stewardship

- Tom will thank major donors from the end-of-year membership drive.
- Tom will hold a donor stewardship training for the Board early in the year

#### Grants

- Collins Grant
  - Funds community involvement and Diversity Equity and Inclusion (DEI)
    - Follow to be scheduled with Sara Yada
      - Tom awaiting direction from Executive Committee
- OnPoint Community Credit Union - \$5K
- Grant Station
  - Good for trainings in addition to grant sources
  - Jill to send login information to Tom

#### Events

- Book & Record Sale
  - It would be great to bring this event back as a community building endeavor even though it is labor intensive and it doesn't raise a lot of money for the station.
  - Perhaps we could underwrite/have a sponsor for this event
- BAM! film and discussion panel
  - Can KBOO offer similar discussion panels on different topics on a quarterly basis?
- Rip City Basement
  - Jill to brief Tom further on the details of BrenBoy's proposal
- New Year's Eve at the Annex
  - KBOO as sponsor of an event on NW Overton - large ad in Willamette Week
- Oregon Public House
  - Offers event space to nonprofits
  - Committee plans to utilize opportunities as COVID permits

#### Ideas/suggestions

- Malik suggested adding crypto currency as a way for people to donate to KBOO
  - Tom is following up with Mike to see if this is underway.
- Malik also suggested non-fungible tokens (NFTs)
  - An article that describes how these work:
    - <https://decrypt.co/resources/non-fungible-tokens-nfts-explained-guide-learn->

[blockchain](#)

- The idea would be that people could bid on something, like the KBOO logo, for special perks/benefits
- Malik suggested holding a “telethon” in partnership with Open Signal
  - invite celebrities, etc.
  - Could be live - COVID permitting, could also be virtual

## Other

- Website re-launch
  - Tom has reviewed draft version of the new website
    - Acknowledgement of time, talent and technology invested in current website
- Car donations
  - Doing well - a few thousand dollars last month
- \$7K on Blues Fest t-shirts
  - Proceeds were re-donated to 2 other nonprofits
- OMSI
  - Wants to feature KBOO as a nonprofit profile
- Willamette Week Give!Guide
  - KBOO to re-apply to be featured in 2022
- Thank yous for core volunteers
  - As KBOO and Tom build relationships with local businesses, Tom wants to procure gift cards from restaurants to appreciate outstanding volunteers
- Fundraising timeline
  - Tom has developed a fundraising timeline and will share with the Board

## Next meeting

- Monday, 1/24 at 4:30pm via Google Meet