

## **Development Committee Meeting Notes 10/16/2023**

Time: 6:00pm

Present: James Neale, Emma Lugo, Mike Frost, Carmen Garnica, Yousef Mayel, James Draznin, Barukh Kiorglo, Jill Blanchard

Note taker: Jill

### **AGENDA**

- Meeting guidelines
- Introductions & check-in
- New Development Director
- Questions for the Development Committee
- Giving Tuesday / Holiday message
- Other
- Adjourn

### **NOTES**

#### **New Development Director**

- James Neale
  - Beginning week 3 working part-time at KBOO
  - Next week will start working full time

#### **Questions for the Development Committee**

1. How do you view your role in fundraising as a member of the Development COmmittee and the Board overall?
  - James Draznin - strategize, lead by example, make gifts (where possible), connect to the community and potential donors, revenue focused
  - Carmen - organize events to the highest benefit of KBOO
  - Mike - Board member should guide donors to larger dollar gifts, focus on high dollar donations
  - Emma - Committee role is ancillary to development efforts, larger keystone events and efforts have been more the focus of the committee in coordination with staff
  - Yousef - Connecting with other stations and organizations locally and nationally
  - James Neale - Agrees with all of the above and believe the committee should leverage its networks for KBOO and create pathways for major gifts through that network. Ultimately being cheerleaders and advocates for KBOO's mission in the community.
  
2. How involved / active are you able to be in fundraising efforts? What is your comfort level with making asks to members of your personal network?

- Jill - Thank you notes, connecting with existing members and donors over the phone - preferably people she has spoken with previously, smaller personal network, open to throwing a house party
  - Mike - not much experience but open to doing more and getting comfortable with making asks
  - James D - Training around storytelling needed
  - Carmen - Never lets an opportunity slip to sign up new members and ask for donations
3. Joan Gary
- <https://nonprofitleadershiplab.com/>
  - Templates, leadership tools and project structures
  - Cost = base range is \$50 per month with shared login credentials
  - The committee has positive thoughts on signing up for this service

### Homework

1. List of people board has already contacted
  - This list includes communications with major donors from the end-of-year campaign EY23.
  - Communications with major donations received subsequent to the end-of-year campaign in FY23 are also tracked in this spreadsheet.
  - Jill will send list to James
  
2. Major gifts thank you notes
  - Jill - november list
    - before November Development Committee meeting
  
  - Emma - december list of major donors
    - before December Development Committee meeting
  
3. Make a list of 3 to 5 businesses that would be a good fit for partnership with KBOO and why (bonus points if there is an existing relationship with KBOO)
  - Underwriting?
  - Event sponsor
  - Donation match program?
  - Other

### Giving Tuesday / Holiday message

- James Neale will get the ball rolling on a few 3-5 minute on-air spots that have staff and board talk about why they are passionate about KBOO and making an appeal for a donation.
  - “Keep KBOO in mind for your Giving Tuesday contributions”
- Send appeal letters in tandem
  - Jill will send EY23 appeal letters to James Neale

### **Other**

- Emma asked James Neale what he thought about NAO (Nonprofit Association of Oregon) as a resource for the Board. James affirmed they have great resources and it's good they are based in Portland if you ever want to meet with them directly.
- Emma asked about the Network for Good. James will research

### **Next Meeting**

- Monday, November 20th, 2023
  - 5:30pm
  - via Zoom

<https://us06web.zoom.us/j/83581037551?pwd=b3FQSHFwc0JVVVvkzSE8rOUdoY1A3UT09>