

Development Committee Meeting Notes 10/25/2021

Time: 4:30PM - 5:30PM

Present: Jessica, Laurie, Brian, Alyssa, Jill

AGENDA

- 4:15 Solve technical issues
- 4:30 Welcome
- 4:35 Approve meeting notes
 - September 2021
- 4:45 Station Managers' Update
 - News
 - Open positions
 - Community outreach
- 5:00 Development
 - End of Year Fundraising Campaign
- 5:25 Opens
- 5:30 Adjourn

September meeting notes

- Approved

End of Year Fundraising Campaign 22EY

- Dates
 - 11/1 - 12/31/2021
- Goals
 - \$67,000 TOTAL
 - \$45,000 On-air
 - \$12,000 Mailers
 - \$10,000 Other

If the Board secures a match pool this will be promoted everywhere to generate additional donations.

- Donor stewardship opportunities for Board of Directors
 - Outreach to major donors
 - Outreach to Willamette Week Give!Guide donors

- Development Committee offering outreach trainings for all Board members
 - Tuesday, 10/26
 - Thursday, 10/28

- Campaign Kick-off Night
 - Monday, 11/1
 - Open Signal
 - 6pm- 8pm

- Topic for November meeting
 - Approaching 3 major donors with (somewhat) recent matches
 - \$3,500
 - \$10,000
 - \$15,000

Next meeting | 11/22 @ 4:30pm via GoogleMeet