**KBOO Foundation Development Committee notes**

July 3, 2019

4:30pm at KBOO

*Present:* Allison Kolb (Development Director), Ray Bodwell (board member), Dan Shramek (board member)

Facilitator: Allison Kolb

Note taker: Dan Shramek

**Major Donor campaign**

Allison reviewed the strategy and details for the upcoming major donor campaign, and outlined some of the specific things donors can help us fund for the upcoming 2020 election season programming. Dan suggested that we expand the pitch materials by developing a detailed financial budget that will help potential donors visualize how their contributions can help KBOO (for example: the cost of the ViA field recorders that are needed).

We discussed how valuable it will be to develop success stories that can help major donors understand the impact that their contributions can make. For example, we should develop a narrative that we can use to show how the recent Marla Davis bequest is making an impact by helping us develop programming for the Native American community and to fight the religious right (as specified in her will). Allison will work with Program Director Erin Yanke to get more information and updates on these programs and use this to develop the Marla Davis narrative.

**Newsletter communications**

We discussed ideas for the monthly e-newsletter that Allison has recently re-started. We agreed it would be helpful to develop an annual newsletter calendar, with relevant information that we know will be useful during various times of year. Some of the ideas we discussed for future newsletters included:

* Adding a “view this in your browser” link to the top of the e-newsletter
* Including a link to the current KBOO program schedule in each issue
* Making it easier to sign up for the newsletter from the homepage of the KBOO website (it is currently somewhat hard to find by scrolling down to the lower right of the homepage)
* Making sure there are links on the KBOO Facebook and Instagram homepages to easily sign up for the newsletter
* Including “how to become a KBOO member” info/link in each newsletter, as well as additional ways readers can support KBOO financially
* Including a monthly “how can I help KBOO” section that details prioritized volunteer help needed, and the date of the next volunteer orientation
* Including more success stories, such as how we are honoring Marla Davis’ wishes by developing programming for the Native American community and to fight the religious right (thanks to her generous bequest)
* Including regular partner profiles of KBOO friends such as Grendel’s Coffee House, Cider Riot, and Hawthorne Auto Clinic
* Including a “save the date” notice for the annual meeting in September

**Grant development**

* We discussed upcoming deadlines for grant opportunities, and how we might focus and prioritize our funding needs.
* Ray suggested that we have new Interim Station Manager Rachel Pfeffer review the Juan Young Trust grant application that we just submitted to learn how we might improve our narrative for future grant applications.
* Allison noted that, while we did not receive funding for our recent grant application to the Black United Fund of Oregon, they did confirm that KBOO has been selected as one of the organizations they will be supporting as part of a fundraising campaign. She will provide us with more details at the next meeting after she learns more about the program.

Meeting adjourned – 5:45pm

The Development Committee will hold their next monthly meeting at KBOO on **Wednesday, August 7th at** 4:30pm.