



## Development Committee Meeting Notes

Date: Monday, 11/18/2024  
Time: 5:30pm  
Present: Station Manager Nathan Vandiver  
Directors James Draznin, Thomas Martinez, Joyce Nance, Michael Van Kleeck, Jill Blanchard  
Staff Michael Ftaclas  
Volunteers Sekoynia Wright, Jamie Bair  
Note taker: Jill Blanchard

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### NOVEMBER AGENDA

- Welcome and introductions
- Art Walks
- Grants
- Planned giving
- End of year fundraising drive
  - 25EY "Catalog of Connections" mailer
  - Donor thank yous
  - In-person donation events
  - Matching donation calls
- October followup
- October homework check-ins
  - Personal testimonies
- Working Committee meeting
- November homework
  - In-person donation events
  - Matching donation calls
  - Working meeting
- Adjourn

## NOTES

### Welcome and Introductions

#### Art Walks

- First Friday Art Walks are taking place throughout Portland's Central Eastside
- Thank you to Director Carmen Garnica, Membership Director Arty Wall, and Engagement Coordinator Kate Chase for their work on the Dia De Los Muertos themed Art Walk on Friday, 11/1
  - The event included food, music and art produced by members of the Latinx community.
- The next KBOO Art Walk will be on Friday 12/6 from 5pm until 8:30pm
  - KBOO is creating an "Art Walk" radio show to cover the events
    - Live music
    - Interviews with participants

#### Grants

- Thomas announced, at the October board meeting, that Collective Roots has nominated KBOO for a grant (approximately \$10,000)
  - Collective Roots is a philanthropic group of business women that supports an alternative peer group for youth.
  - A presentation about KBOO's impact and needs was given to Collective Roots by the person that nominated KBOO
    - Focused on the Youth Collective
    - Nathan provided promotional materials
  - KBOO is one of 3 nominees
  - Collective Roots will contact Nathan if KBOO is selected for the grant
- Marie Lamfrom grant
  - Letter of intent was submitted on 11/1
  - \$20K to \$50K per year for 3 years
- Jamie provided Nathan with access to the Foundation Directory and will provide tips and tools for narrowing down the list to grantors who will be interested in providing funding for KBOO Community Radio.
  - If committee and board members have existing relationships with foundations, let's focus on those first

- KBOO may have a better chance of obtaining funding with a personal relationship already established.

### **Planned giving**

- KBOO held a planned giving seminar in 2024.
  - A KBOO member, an estate planning attorney gave a presentation on estates and planned giving.
  - The seminar was not well promoted.
  - It was not well attended.
- James will hold another (series of) planned giving event(s).
  - Direct outreach to loyal donors
    - Paper invitations via USPS to specific donors with followup by email and phone
  - Planning to schedule educational forums in August or October 2025
    - Provide mission driven reasons to create a will
      - Donors may think about KBOO when they create it
  - KBOO can think about “recognition” activities or a program for donors who plan to leave part of their estate to KBOO when they pass
- Volunteers needed
  - Volunteers are needed to help James plan and hold these planned giving seminars.
  - If you are willing to participate as part of a workgroup, contact James ([jamesboard@kboo.org](mailto:jamesboard@kboo.org)) to help get these events off the ground.

### **End of Year Fundraising Campaign**

- Dates: Tuesday, 11/26 through Tuesday, 12/31
- End of year mailer: “Catalog of Connections”
  - To be sent the first week of the drive
  - The catalogs need to be stuffed with return envelopes
    - Envelope stuffing parties
      - Wednesday, 11/20 - 11am to 5pm
      - Thursday, 11/21 - 11am to 5pm
      - Volunteers needed: [Galaxy signup](#)
        - or just stop by the station if you have time to give



- Columbia passes
  - Columbia is providing free passes to the Columbia Employee Store 11/26 through 12/31
    - A percentage of sales through the KBOO code will be donated to the station.
      - To be handed out during in-person donation events
      - To be included in thank you cards
      - Given to other members
      - Given to volunteers
      - Friends and family
- Donor thank yous
  - There are 2 groups of members to thank
    - Category 1 - donations of \$250 to \$500
    - Category 2 - donations of \$500+
  - New thank you cards are being designed
  - Nathan has some stock of small cards to use while the committee is waiting on new, larger cards.
    - We can also put the round, white KBOO stickers on the front of generic cards
      - Jill will look into generic cards
  - The committee needs several volunteers to write thank you cards to assist in getting caught up for 2024
    - Volunteers so far: Sekoynia, Jamie, Josh, Ona, Jill
      - Contact Jill ([jillboard@kboo.org](mailto:jillboard@kboo.org)) if you can help out
    - Jill share scripts and provide donor lists to Sekoynia and Jamie to get started on their first batches of cards
- In-person donation events
  - An opportunity for KBOO to host members who want to bring their donation to the station
    - Station tours
    - Meet board directors
    - Meet radio personalities
  - Schedule
    - Wednesday, 12/11 - 5pm to 8pm
    - Friday, 12/13 - 11am to 2pm
    - Friday, 12/13 - 2pm to 5pm

- Saturday, 12/14 - 11am to 2pm
    - Saturday, 12/14 - 2pm to 5pm
  - These events are not yet listed in Galaxy
    - Respond to Jill ([jillboard@kboo.org](mailto:jillboard@kboo.org)) if you can help host
- End of year drive match pool phone calls
  - Mike will provide a list of donors who may potentially participate in the match pool for this drive.
  - Arty, Membership Director has provided [Guidelines for match calls](#)
    - Calls are being made the evening of Tuesday, 12/3 and during the afternoon of Saturday, 12/7
      - Volunteers so far: Thomas and Sekoynia
        - Contact Jill ([jillboard@kboo.org](mailto:jillboard@kboo.org)) if you can help out

### October meeting followup

- At the October meeting, Ethan suggested a fundraising idea: personal sponsorships
  - Personal sponsorships
    - Ethan knows of another community radio station (Huntsville, AL) that uses this fundraising activity successfully
    - Listeners can buy air time to broadcast a message
      - “Congratulations!”
      - “Happy birthday”
    - If KBOO charges \$200 for 2 spots on the same day
      - 1 person’s message per day for 365 days = \$73K
      - 2 people’s messages per day for 365 days = \$146K
    - Sekoynia suggested KBOO pilot this program in February leading up to Valentine’s Day.
    - Nathan is working on how underwriting will support this event for February.
    - Planning will begin once the End of Year Campaign is underway.
      - Next Development Committee meeting, Monday, 12/16

### October homework check-ins

- Personal testimonies
  - In a few sentences tell us



- your connection to KBOO Community Radio
      - Programmer
      - Director
      - Volunteer
    - why you give your service to KBOO.
  - Your personal testimony will help prepare you for discussions with donors in person or on the phone.

### **Fall Drive**

- The Fall drive exceeded goals:
  - Goal = \$51K
    - Actual = \$53K
  - \$15K on air; \$16K mailer; \$11K match
  - \$600 KBOO drive merchandise

### **Working committee meeting**

- Tuesday, 12/3 at 5:30pm
  - Training to make calls to donors for the match pool
    - Study End of Year Campaign Pitch Guide
    - FAQs
    - Scripts

### **Homework**

- Help stuff envelopes
- Attend an in-person donation event
- Volunteer to make calls for the match pool
- Write thank you letters for donations KBOO received throughout the year.

### **Next Meeting**

- Monday, 12/16/2024
  - 5:30pm
  - Hybrid meeting
    - At KBOO Community Radio
    - On Zoom

