

LOUISVILLE PUBLIC MEDIA
Development Committee Meeting Minutes
October 20, 2020 4:00 p.m.

Committee Members Attending (Board): Heather McHold, Marita Willis, Susan Moss

Committee Members Attending (Non-Board): Brett Corbin

Staff Attending: Ellen Oost, Stephen George, Dexter Horne

Heather called the meeting to order at 4:10 pm.

- Heather and Ellen welcomed everyone and thanked new members for joining the development committee.
- We did not have a quorum to approve August minutes – will have to reach a consensus by email to approve minutes.
- Ellen refreshed the group on development’s goals for major giving and membership. She expressed that she wants this committee to help LPM leadership get an introduction with people who are capable of giving \$1,000 or more in a FY21.
- Progress on our FY21 goals:
 - Right now, we are ahead of last year on major donor giving, but slightly behind our FY21 goal. We are ahead of our goal in total membership giving.
 - The challenge for this year in a virtual environment will be to find new donors.
- Ellen led a conversation on committee expectations
 - The plan is to meet monthly on the third Tuesday of the month at 4pm
 - The main responsibility of a committee member is to be an ambassador and a connector. As well as help strategize how we reach people.
- Ellen stressed the importance of confidentiality – only use donor information to advance the goals of LPM.
- Heather asked Susan and Brett could make 4pm work. Both answered affirmatively.

Marita joined the call and we did quick introductions around 4:24pm

- Ellen discussed ways committee members can help:
 - (1) provide names, (2) share LPM with your network and invite them to listen, attend, subscribe, donate, (3) host an event to introduce your network to us or a specific initiative, (4) provide feedback about development efforts and events, (5) support Membership Drives (Spring, Fall and December) by sharing why you support LPM, asking friends to join you as members, (6) attend events and bring someone with you, (7) introduce us to business contacts that may lead to a corporate gift, underwriting services, or personal gift, (8) share your experiences with other nonprofits: stewardship, events, asks, impact.
- Ellen mentioned the power of personal solicitation and how she and Stephen can help make asks. She stressed the importance of board members helping Ellen, Stephen, and Heather get "first conversations" with potential donors.

- **ACTION ITEM:** for our next meeting, everyone should come with 5 people who might enjoy a conversation with us about what LPM is doing (music, news, education...we have something for you)
- Heather and Ellen went through the development committee plan for the rest of the 2020 calendar year. Including making phone calls to new donors.
- **ACTION ITEM:** Ellen asked everyone to fill out an “informational survey” between now and the November meeting
- Susan asked about our past success with in-person event. Ellen answered that they are successful from an engagement standpoint, but as fundraisers, success is variable. Susan mentioned that she thinks those events are wonderful rewards for people who are already giving at a certain level.
- Heather asked if having staff make videos of their work-from-home life would be interesting to donors.
 - Susan expressed that since all donors are already living it, it may not be that interesting to see the staff working from home. Would be more effective with national personalities.
 - Marita also talked about how that buzz might be gone now that we are 8 months in.

The meeting adjourned at 4:59pm