

**Development Committee Meeting
November 10, 2020 at 4:00 p.m.
Meeting occurred via Zoom Meeting**

I. Welcome – Heather McHold

1. Ellen will send the October minutes via email for approval since we did not have a quorum.

II. FY21 Goals and Progress – Ellen Oost

1. \$483,700 goal from Major Donors \$2,400+ (12% increase over FY20)
 1. \$167,281 from 19 donors as of 10/31/20 (35% to goal)
 2. \$16,000 over projection for this time and \$73,881 ahead of this time last year
 3. This does not include bequests or news expansion gifts (so the financial statements will be higher)
2. NewsMatch is going on Nov. 1 - Dec. 31 and gifts to KyCIR are doubled thanks to this national campaign to support nonprofit news. We have \$16,500+ in matching funds to meet. Gifts up to \$5,000 will be matched. Please share this opportunity with your networks.
3. This year we're trying something new with Giving Tuesday - adding a two-week Support Local Business Campaign.
 1. Give to LPM and nominate a local business to receive a three-week, multi-platform sponsorship package. Gifts of any size count to make a nomination.
 2. We've asked local businesses to help spread the word.
 3. We hope this will help the community and help to get new members to join LPM.
 4. Ellen will follow-up via email with flyers you can share regarding the promotion.
4. Thanksgiving - we mailed cards to all donors \$2,000+ in the last 12 months. We also created a video from staff (replacing the annual partners reception) that will be sent the week of Thanksgiving to all members.
5. New Member December will be Dec. 7 - 11. The push will be for \$5/month for new members, and they can choose a t-shirt as a thank you gift. \$10/month gets you a shirt and a mask. Gift Memberships will also be promoted. We'll have some underwriting challenges and matching funds and we're working on finalizing a community partnership.
 1. You can help by giving the gift of membership, contributing to a matching challenge, sharing our social posts and using our Zoom backgrounds during the week and all of December.
6. Donor Cultivation Discussion - Ellen
 1. Susan and Heather shared their "top 5 names to introduce to LPM," Wendy sent a list before the meeting.
 2. Ellen will follow up with details of any relationship with LPM/giving history and a suggested action plan for each.

III. Homework and December 16 Meeting Preview - Ellen

1. We'll provide progress reports on our outreach lists and look at any donors who gave in 2019 but haven't yet in 2020. Homework is to send your list to Ellen if you haven't yet and to get going on outreach once Ellen provides an action plan.

2. We'll also brainstorm virtual event ideas for major donors and share anything you've seen others do that you liked (or didn't).
3. Please share NewsMatch, Local Business Challenge, and December Drive opportunities to your networks.
4. Fill out the event survey.

IV. Ellen also offered registrations for the upcoming Leadership Louisville virtual event on Dec. 14th. Let Ellen know if you'd like to attend.