

LOUISVILLE PUBLIC MEDIA
Development Committee Meeting Minutes
January 30, 2020 3:30 p.m.

Committee Members Attending (Board): Gail Becker, Todd Lowe, Wendy Sirchio

Committee Members Attending (Non-Board): Brett Corbin, Doug Langdon

Staff Attending: Stephen George, Ellen Oost

Todd called the meeting to order at 3:33 pm.

- Todd welcomed everyone and asked all in attendance to provide a brief introduction, since we have new volunteers helping on the committee.
- Minutes from October meeting were presented and approved.
- Ellen then went through status of our progress toward FY20 fundraising goals:
 - 78% toward our major donor goal (pledged and received)
 - Need to make push to raise the last \$100,000!
- Ellen then went over strategies to raise the last \$100,000 of our major giving goal, and upcoming initiatives that can help, including the Spring Drive (March 16-21).
 - Wendy asked if we have ever done an on-air auction to reduce tune out during drives, and Ellen will check on the history and what other stations may have had success with in the past.
- The development team is finalizing a planned giving campaign this spring, with a focus on an awareness campaign for donors who have given for 15 or more years. Ellen shared a draft letter for the committee's feedback.
 - The committee provided feedback regarding simplifying the letter, creating a return card for more information, and considering a brochure or other "slick" piece to include.
 - There was also a discussion regarding ensuring our planned giving efforts are ongoing and integrated in our other fundraising efforts, not just one-off efforts here and there.
 - Ellen is attending a Lilly Family School of Philanthropy course on planned giving the last week in February and the committee decided we should have a strategy meeting after that course to discuss our 2020 plans and beyond.
 - Ellen will work to schedule the strategy meeting in March.
 - Gail mentioned the plan should include outreach to the Board about planned giving.
 - The planned giving campaign will be on hold until after the strategy meeting.
 - Ellen will also discuss with the finance committee the possibility of developing a plan for bequests over a certain amount (like \$25,000).
- Todd led a conversation on how to create more broad board engagement in Development:
 - Idea: allowing each board member to give/raise a certain (affordable) gift amount with some special recognition.
 - Suggestion to utilize Louisville Magazine or our radio stations; could be annually.

- Could provide access to a special event with a programmatic element
- Idea: targeted house parties to fundraise for specific initiatives.
- Wendy suggested encouraging Board Members to give the gift of membership to a few young people they know who would benefit from it (and might be likely to renew at the end of the year).
 - We could also look for “sponsors” for memberships for targeted groups, like 40 Under 40 recipients, YPAL, Metro Youth Advocates, etc.
- Ellen suggested having focused discussions as part of each Board meeting – on planned giving, cultivation ideas, stewardship, etc.
- A doodle poll will be sent via email to schedule the next meeting.

The meeting adjourned at 4:43 pm.