

Development Committee Meeting
Tuesday, January 19, 2020 at 4:00 p.m.
Meeting occurred via Zoom Meeting

I. Heather welcomed everyone.

1. November and December meeting minutes were approved unanimously.

II. Ellen shared our FY21 Goals and Progress:

1. \$483,700 goal from Major Donors \$2,400+ (12% increase over FY20)
 1. \$326,898 from 42 donors as of 12/31/20
 - a. December was our biggest month in the past three fiscal years!
 2. Another \$59,000 has been pledged or paid since, bringing us to \$386,085 or 80% of goal for the year.
 3. This does not include bequests or news expansion gifts (so the financial statements will be higher)

III. Ellen shared upcoming virtual events as a follow-up from the previous meeting's discussion:

1. Stewardship Event for Members on 2/4 with Ayesha Rascoe
2. February Event with NPR *Throughline* hosts
3. Planning for WFPK 25th anniversary celebratory events and a spring KyCIR virtual event

IV. Other updates/upcoming initiatives:

1. Ellen shared LPM's plans to hire a major gifts officer this spring
2. Spring Drive dates will be March 22-28

V. The committee discussed progress on the donor cultivation list:

1. Committee members provided updates on their lists and asked Ellen to provide templated language they can use in their outreach

VI. Ellen led a discussion on sharing impact with donors and potential donors, asking how we might set LPM apart?

1. 2020 was a big year for LPM. Ellen shared some ways LPM currently demonstrates impact and asked for the committee's feedback.
2. The committee will keep an eye out for good examples of impact and share them with Ellen.

VII. Homework and Feb. 16th meeting preview:

1. Committee members should continue to reach out to their lists and report back at the Feb. meeting.
2. We'll also discuss plans for the Spring Drive and ask for help with outreach in our Feb. meeting.

The meeting adjourned at 4:38 pm.