

**Development Committee Meeting
Tuesday, April 20, 2021 at 4:00 p.m.
Meeting occurred via Zoom Meeting**

I. Heather welcomed everyone. Without a quorum, the March meeting minutes were sent and approved after the meeting via email.

II. Ellen shared an update on the FY21 Goals and Progress:

1. \$483,700 goal from Major Donors \$2,400+ (12% increase over FY20)
 1. \$407,818 from 59 donors as of 3/31/21
 1. 29% ahead of last year at this time, 7% ahead of projections
 2. Another \$82,195 pledged or paid since 3/31 (bringing us to goal)
 2. \$2,222,624 total for individual giving as of 3/31/21
 1. 11% ahead of this time last year, 2% ahead of projections
 2. 14,145 members

III. Spring Membership Drive Recap:

1. Raised \$275,000, welcomed 333 news members
 1. CAB Challenge (\$8,000), Donor Challenge (\$17,500+), last-minute Board Challenge (\$2,480) were a HUGE driver on Friday
2. 90's countdown on WFPK was extremely popular
3. WUOL fundraising was up, thanks to more local air time
4. In the Fall, we can look at adding Saturdays again
 1. Give for Good is on a Friday in 2021
5. Look at a special New Member Day during each drive, stacking matching funds and special incentives for entry-level members
6. BIG matching funds remain the biggest motivator for action

> Committee members should continue making their thank you calls and report back how they go

IV. Ellen shared current initiatives of interest so that committee member can share with their networks:

1. \$160,000 left to raise to meet the \$1,500,000 WFPL Expansion goal
 1. Share news of the expansion as a rallying cry to grow support for our newsroom
2. New "Arts, Culture, Et Cetera" email
 1. Forward to promote subscriptions
3. Podcast Growth
 1. New incubator (and internship program) and distribution program
 2. New podcast email - forward to promote subscription
4. NPR's 50th Anniversary the first week in May

V. The committee then discussed progress on the donor cultivation list. The committee members will follow-up with suggested action plans and let Ellen know progress at or before the next meeting.

1. Doug asked about in-person events in the near future (since he sees that as a key benefit to membership, and also a good way to introduce potential members to LPM). Ellen shared upcoming plans, and the committee briefly discussed ideas for the upcoming Waterfront Wednesday season.

VI. Ellen announced that new Board member, Dexter Horne, will be joining the Development Committee.

VII. The next meeting will be May 18th at 4:00 pm and will focus on closing the fiscal year.

The meeting adjourned at 4:40 pm.