

Development Committee Meeting
Tuesday, March 16, 2021 at 4:00 p.m.
Meeting occurred via Zoom Meeting

I. Heather welcomed everyone and the February meeting minutes were approved unanimously.

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. \$368,542 from 50 donors as of 2/28/21
 1. 27% ahead of last year at this time, 5% ahead of projections
 2. Another \$75,687 pledged (bringing us to 92% of goal)
 1. \$40,000 left to raise by June 30, 2021
 2. \$1,885,934 total for individual giving as of 2/28/21
 1. 9% ahead of this time last year, 1% ahead of projections

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

1. \$175,000 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. March 19 Event with NPR *Throughline* hosts on Facebook Live
 1. Share the Facebook event, and tune in
4. Spring Membership Drive March 20-26
 1. A great time to reach out to your list
 2. Share posts on social media
5. 90’s countdown on WFPK March 20-26

IV. After a great discussion in February regarding “sponsored memberships,” Ellen let the committee know that the membership and engagement teams were working through some possibilities.

1. Currently reviewing the gift of membership process and determining the best way to add this offering and to develop engagement with sponsored members to bring them closer to LPM.
2. Will formulate a draft plan to share at a future meeting.

V. The committee discussed progress on the donor cultivation list, going through a few outstanding items one by one. The committee members will follow-up with suggested action plans and let Ellen know progress at or before the next meeting.

VI. Ellen asked the committee to help with 5-10 thank you calls after the Spring Membership Drive and highlighted a few future meeting topics, including engaging younger and more diverse audiences, and engaging the full Board in friend and fundraising. The next meeting will be April 20th at 4:00 pm.

The meeting adjourned at 4:40 pm.