

Development Committee Meeting
Tuesday, April 19, 2022 at 4:00 p.m.
Meeting occurred via Zoom Meeting

- I. The meeting was called to order at 4:04 pm. Without a quorum, the March minutes will need to be approved at a later date.

- II. Ellen then gave an update on the progress toward our FY22 goals after the close of March:
 1. 82% to major giving goal, about \$120,000 still to raise
 2. Compared to FY21, Membership is 5% ahead, Major gifts 12% ahead, Grants 43%.
 3. In FY22, Membership is on track to meet budget, Grants should surpass budget and Major Gifts may fall short - the Board can help over the next few months.
 4. The top giving level for major gifts has grown significantly since FY18, both in terms of the number of donors giving \$20,000+ and the highest gift amounts to operating. Continued cultivation and stewardship, as well as high-level prospecting, is required to maintain this growth.

- III. Spring Drive Update:
 1. \$257,000 raised, 327 new members
 2. SCOTUS confirmation hearings reduced the time for pitching on WFPL early in the week.
 3. Ellen then asked for the committee's help in making 7-10 thank you call's each, ideally before Derby. The list and instructions will follow via email.

- IV. Ellen reminded members to please share one person they know who should be connected with LPM. Please email your ideas to Ellen and she can suggest next steps, and then please help facilitate those next steps. Heather will remind the full Board again, and Heather and Ellen will begin reaching out to individual Board members.
 1. We've already had two meetings that resulted in two \$5,000 gifts!
 2. Ellen also shared a few foundation and individual contacts she is seeking introductions to.
 3. The May 12th Newsroom Expansion Celebration event is a great opportunity to mingle with current donors, but also to bring a guest to learn more about our newsroom. Please come and bring a friend!

- V. The group then celebrated some LPM news to share with their networks, including:
 1. Dig: Season 2 Honors: Investigative Reporters and Editors "small audio award" and Peabody Nomination
 2. WUOL's New Lens - the April 2 recording is available on Facebook, next event is in July
 3. Waterfront Wednesday 20th Season starts next week with Nappy Roots - invite someone!
 4. Mayoral Candidate Forums on 89.3 WFPL and streaming online:
 1. Business, Neighborhoods and our Economy, April 25, 5:30 p.m., Ballroom of the UofL Student Activities Center
 2. Housing Forum: May 10, LPM Performance Studio
 5. BBB Torch Award for Marketplace Ethics: Large NonProfit Winner

- VI. Committee Discussion:
 1. Engaging more young people, building the LPM Membership funnel

1. LPM staff and Dexter, Wendy working on connecting with YPAL, LULYP, HACE, Young Authors Greenhouse, Teach KY and the WE Day Youth Board.

1. The hope is to have a dedicated space at the June or August Waterfront Wednesday to welcome young people and invite them to sign up for e-newsletters, etc. That will be confirmed soon.
2. The committee goal to reach more mid-level donors will have some tasks after the spring drive, when we do thank you calls and call LYBUNTS for the fiscal year.
3. The third committee goal centered around prospecting, and the Board introductions are one way to get that work underway. As events come back, we'll also look at ways to create opportunities that way as well.

VII. The committee then talked about whether to continue virtual meetings or move to in-person, and decided to keep the meetings virtual for now, with the goal to make an effort to show up in-person to LPM events and bring a guest as much as possible.

VIII. The next meeting will be May 17, 2022 at 4:00 pm.

The meeting adjourned at 4:39 pm.