

Development Committee Meeting
Tuesday, May 17, 2022 at 4:00 p.m.
Meeting occurred via Zoom Meeting

- I. The meeting was called to order at 4:06 pm. The March and April minutes were approved unanimously after a motion by Alan and a second by Susan.

- II. Ellen then gave an update on the progress toward our FY22 goals after the close of April:
 1. Membership: 4% ahead of FY21, 2% behind projections (-36k)
 2. Major Giving: Cash same as this time FY21, 19% behind projections (-108k)
 1. Doesn't count expansion or multi-year pledges
 2. + \$83,000 in pledges to get to 85% toward goal
 3. Collecting pledges, meeting with prospects, working on renewals
 4. Your help is needed!
 3. Grants: Exceeded goal for FY22!

- III. Recap of May 12 Newsroom Expansion Event:
 1. 35 donors attended, 30 staff members, Jason Alcorn from the American Journalism Project
 2. We shared a video, which will be shared at the May Board meeting and also with the public.
 3. It was wonderful to get together again. Some donors were still hesitant, or had to cancel at the last minute due to COVID.

- IV. How to Help:
 1. Ellen asked the members to please complete their thank you calls from the spring drive - framing them as "our fiscal year is coming to an end, and I wanted to call and thank you for supporting us this year." Marquel added some inspiration based on her recent calls.
 2. 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.
 1. As a new request, Ellen asked each committee member to reach out to 2-3 assigned Board members to help them brainstorm an introduction (someone with similar interests, who is civically or musically engaged, etc.)
 2. Help them to come up with one person to intro to LPM, via an invite to an upcoming event (like Waterfront Wednesday), to send an article or podcast episode, to tour the station, or meet with Stephen for coffee or lunch.
 3. Send that name via email to Ellen, Ellen will follow up with suggested next steps.
 4. Ellen will share Heather's email on prompts for thinking of who might be interested, and what the purpose of the exercise is. Heather will also remind the full Board in the meeting later this week.

- V. The group then celebrated some LPM news to share with their networks, including:
 1. Waterfront Wednesday 20th Season
 1. The April event was highly successful, May headliner just announced
 2. The Primary Voter Guide and Election Coverage again proved to be an extremely helpful resource.
 3. BBB Torch Award for Marketplace Ethics: Large NonProfit Winner

4. Podcasts:

1. Revisit *Where Y'all Really From* in honor of AAPI month
 2. *Words for the People* podcast, with Poet Laureate Crystal Wilkinson - new episodes monthly
 3. More podcasts in the works and out soon.
5. Heather asked if we might find a way to share these out to the larger Board in meetings to help inspire more sharing and participation. Ellen and Stephen agreed this is a good idea and will come up with how best to integrate this idea (perhaps in the President's note).

VI. Ellen then shared some upcoming digital fundraising campaigns to close out the fiscal year, including one for Waterfront Wednesday, for Report for America, for New Lens, and using the newsroom expansion video mentioned earlier.

VII. The committee then agreed to continue virtual meetings on the 3rd Tuesday of every month at 4:00 pm. Ellen will send a calendar invite out after the meeting for FY23.

VIII. The next meeting will be June 21, 2022 at 4:00 pm on Zoom.

The meeting adjourned at 4:36 pm.