



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, August 7, 2019
4:00 – 5:30 pm**

Location: **KUOW, 2nd Floor Conference Space**

Dial-In: **206.315.1785**

Enter Participant Passcode: **TBD**

MEETING OBJECTIVES

- 1) Understand the potential for journalism to effect change and what motivates KUOW reporters to do the work they do.
- 2) Check in on roles and responsibilities for the Sound Voices Luncheon in September.
- 3) Learn more about how giving by the Board is tracked and evaluated annually.

QUESTIONS FOR COMMITTEE MEMBERS

Please consider the questions below in advance of the next Committee meeting.

- 1) What is it that motivates you to give of your time and financial support to KUOW and how do you think about communicating this to others in the community so that they are inspired to give?
- 2) Is there another metric other than financial that could be used to measure board members' engagement with the station?

AGENDA

4:00-4:05 pm	<ol style="list-style-type: none"> 1. Welcome and Call to Order 2. Invitation to Disclose Possible Conflicts of Interests 3. Approval of May 8, 2019, Committee Minutes 4. Overview of Meeting 	<p>Heidi de Laubenfels</p> <p>Exhibit 1</p>
4:05-4:35 p.m.	5. Reporter's Notebook with Patricia Murphy	Heidi de Laubenfels
4:35-4:45 pm	6. Sound Voices Luncheon Update	Andrew Storms & Hollie Seiler
4:45-5:05 pm	7. Board Giving <ul style="list-style-type: none"> • Board Giving summary report – 3-year Snapshot • Discussion of how process for goalsetting and encouraging Board members' participation 	Heidi de Laubenfels & Karyn Andriesen
5:05-5:20 pm	8. Committee Business <ul style="list-style-type: none"> ➢ Update on UW Foundation Board ➢ FY19 Business Support Highlights & FY20 Goals ➢ FY19 Individual Support Highlights & FY20 Goals 	<p>Vivian Phillips</p> <p>Courtney Miller</p> <p>Karyn Andriesen</p>

An Executive Session can be called at any time during the meeting based on the following criteria: To consider matters relating to individual employees, proprietary information, litigation, and other matters requiring the confidential advice of counsel, commercial or financial information obtained from a person on a privileged or confidential basis, or the purchase of property or services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, August 7, 2019
4:00 – 5:30 pm**

Location: **KUOW, 2nd Floor Conference Space**

Dial-In: **206.315.1785**

Enter Participant Passcode: **TBD**

5:20-5:25 pm	9. Other Business	Heidi de Laubenfels
5:25-5:30 pm	10. Topics for Full Board Meeting Agenda ➤ Thursday, September 12 at 4:30 p.m.	Heidi de Laubenfels
5:30 pm	11. Adjourn	Heidi de Laubenfels

Next Committee Meeting Wednesday, October 9 at 4:00 p.m.

- Report on NPR Year-End Giving Experiment
- Salesforce Functionality after Full Integration

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (May 8, 2019)

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
AUGUST 7, 2019
4:00 – 5:30 PM**

APPROVED MINUTES

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held in the 2nd Floor Conference Room at 4518 University Way NE Suite 310, Seattle WA 98105.

PRESENT: Heidi de Laubenfels, David Roberts, Vivian Phillips, Paul Butler, and Caryn Mathes (GM/Pres)

ABSENT: Filiz Efe McKinney and Ian Warner

ALSO ATTENDING (STAFF): Andrew Storms, Matt Albertson, Melissa Laird, Hollie Seiler, Courtney Miller, Patricia Murphy and Fieta Robinson (Board Liaison)

I. Call to Order

Ms. de Laubenfels called the meeting to order at 4:04 PM. Members were asked to disclose any conflict of interest. There was none. She gave a brief overview of the meeting and introduced guest speaker Patricia Murphy. Ms. Murphy was invited to give the Committee a better understanding of the potential for journalism to effect change, and what motivates KUOW reporters to continue doing the work they do in the current media landscape.

II. Approval of Committee Minutes

Ms. de Laubenfels called for the approval of the minutes of May 8, 2019, Development Committee Meeting. With a minor change, a motion was duly made by Vivian Phillips and seconded by David Roberts. The Committee approved the minutes as corrected.

III. Guest Speaker

Reporter’s Notebook, presentation by Patricia Murphy

Ms. Murphy is a reporter for KUOW currently reporting on justice and public health. She briefly spoke about her experience working on two collaborative projects focusing on military and veterans’ affairs. As a member of the Dart Center for Journalism and Trauma, she has been able to provide guidance and support to fellow reporters when reporting/covering news on traumatic events. Her work in journalism has deepened her relationship with the community and has allowed her to report facts that have led to policy changes.

The committee thanked Ms. Murphy and her team for continuing to build trust in the community and for helping people see themselves in stories. There was a brief brainstorm on ways to share a reporter’s experience, highlighting their story as they chase down facts and uncover the truth. Members also discussed crisis fatigue and its effect on giving.

IV. Committee Business

Board Giving

Ms. Andriesen gave a three-year snapshot and summary on PSPR Board giving history. She shared the previous guidelines for encouraging 100% board participation and goals. Members discussed the various ways for board members to engage, and the value of their participation. The committee plans

on exploring DEI guidelines for valuing engagement and suggested adding a preliminary question when seeking new directors on how we can foster their engagement with KUOW.

V. **Station Business**

Sound Voices Luncheon

Mr. Storms gave an update on the Sound Voices Luncheon, reporting that the event is at capacity. Led by Mr. Storms, Business Support and Board directors assisted in getting a number of tables sponsored.

Business Support Report

Ms. Miller presented FY19 end of year highlights and FY20 revenue goals. She reported they have 1.75MM YTD billed which is 33% towards their FY20 goals. The team is working on building out packages to seek sponsorships for podcasts, events and web. Interdepartmental strategies for garnering corporate support have been very successful.

Individual Giving Report

Ms. Andriesen gave an overview of the FY19 and FY20 breakout for Individual Giving by fundraising categories. FY20 fundraising percentage per category has shifted slightly based on changes in giving behavior. She reported on FY19 goals vs actuals and the new FY20 revenue goal.

VI. **Adjournment**

With no more business to address, Ms. de Laubenfels adjourned the Development Committee meeting at 5:32 PM.

Respectfully submitted,
Heidi de Laubenfels, Development Committee Chair
Fieta Robinson, Board Liaison



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, October 9, 2019
4:00 – 5:30 pm**

Location: KUOW, 2nd Floor Conference Space
 Zoom Conference& Dial-In: 1 669 900 6833 or 1 646 876 9923
<https://washington.zoom.us/j/182980368>
 Meeting ID: 182 980 368

MEETING OBJECTIVES

- 1) Provide feedback on the recent Sound Voices Luncheon; offer input to the staff on future enhancements and improvements to the luncheon’s format/concept.
- 2) Learn about KUOW’s plan to renovate its business model – aka the Revenue Innovation Project – and provide early-stage reactions and suggestions.
- 3) Assist in updating the Development Playbook in preparation for distribution to incoming 2020 Board Members.

QUESTIONS FOR COMMITTEE MEMBERS

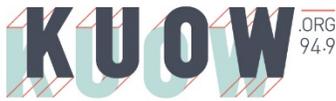
Please consider the questions below in advance of the next Committee meeting.

- 1) How might the Sound Voices Luncheon concept evolve? The original objective of the luncheon was (1) as a “friend-making activity” that would tee up major donor prospects for a significant ask or introduce new prospects to KUOW, and (2) to provide an opportunity to KUOW major stakeholders/friends to participate in a thought-provoking, topical discussion.
- 2) If KUOW is embarking on work to restructure its fundraising model, what concerns or considerations should the organization keep in mind for both the short-term and long-term? How does the concept for the project resonate with you? What might be missing from the concept?
- 3) Please review the Development Playbook for new Board members and come with one edit or suggestion for the 2020 edition of the Playbook.

AGENDA

4:00-4:05 pm	<ol style="list-style-type: none"> 1. Welcome and Call to Order 2. Invitation to Disclose Possible Conflicts of Interests 3. Approval of August 7, 2019, Committee Minutes 4. Overview of Meeting 	Exhibit 1	Ian Warner
4:05-4:35 p.m.	5. Sound Voices Luncheon Debrief		Ian Warner & Andrew Storms
4:35-5:05 pm	6. Revenue Innovation Project ➤ Fall Pledge Drive status ➤ NPR Incubation Lab	Exhibit 2	Karyn Andriesen & Melissa Laird

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**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, October 9, 2019
4:00 – 5:30 pm**

Location: KUOW, 2nd Floor Conference Space
 Zoom Conference& Dial-In: 1 669 900 6833 or 1 646 876 9923
<https://washington.zoom.us/j/182980368>
 Meeting ID: 182 980 368

5:05-5:20 pm	7. Committee Business ➤ Development Playbook for Board Members ➤ Update on UW Foundation Board ➤ Q1 Business Support Highlights ➤ Q1 Individual Support Highlights	Exhibit 3 Exhibit 4	Ian Warner Vivian Phillips Courtney Miller Karyn Andriesen
5:20-5:25 pm	➤ Other Business		Ian Warner
5:25-5:30 pm	8. Topics for Full Board Meeting Agenda ➤ Thursday, November 14 at 4:30 p.m.		Ian Warner
5:30 pm	➤ Adjourn		Ian Warner

Next Committee Meeting January 2020 - TBD

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (August 7, 2019)
- Exhibit 2 – Revenue Innovation Project Description document
- Exhibit 3 – Development Playbook

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
OCTOBER 9, 2019
4:00 – 5:30 PM**

APPROVED MINUTES

Upon notice duly given, a regular meeting of the DEVELOPMENT COMMITTEE (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held in the 2nd Floor Conference Room at 4518 University Way NE Suite 310, Seattle WA 98105.

PRESENT: David Roberts, Vivian Phillips, Paul Butler, Ian Warner, and Caryn Mathes (GM/Pres)

ABSENT: Filiz Efe McKinney and Heidi de Laubenfels

ALSO ATTENDING (STAFF): Andrew Storms, Matt Albertson, Melissa Laird, Karyn Andriesen, Courtney Miller and Michele Patience Staal (Board Liaison, Temporary)

Call to Order

Ian Warner, Committee Member, called the meeting to order at 4:06 PM. Members were asked to disclose any conflict of interest. There were no conflicts. He gave a brief overview of the meeting.

Approval of Committee Minutes

Mr. Warner called for the approval of the minutes of August 7, 2019, Development Committee Meeting. A motion was duly made by Ian Warner and seconded by Vivian Phillips. The Committee approved the minutes.

Station Business

Sound Voices Luncheon Debrief

Mr. Storm gave an update on the Sound Voices Luncheon, reporting that the friend raising event met and exceeded all of the established attendance and revenue metrics and goals. The Committee then brainstormed potential speakers for next year’s luncheon.

Revenue Innovation Project

Ms. Andriesen presented an overview of the Revenue Innovation Project. The project will span three years with a goal of trying to find innovative ways to reduce the reliance on pledge drives.

Fall Pledge Drive Status

Ms. Andriesen reported that the Fall Fund (pledge) Drive was underway and going very well. It was on target to meet or exceed the established fundraising goals.

NPR Incubation Lab

KUOW was selected to participate in the second round of the NPR Incubation Lab. KUOW’s Digital Fundraiser, has been participating in the project since August and is expected to finish her four-month assignment with the Lab in November. The six-member team chosen for this second round are investigating the question of “working better together,” meaning, how can the system foster greater collaboration and transparency as affiliates and NPR both tackle the issues related to future funding.

Committee Business

Development Playbook for Board Members

Ms. Andriesen shared an updated copy of the Development Playbook for KUOW board members. She asked the committee for their feedback for any additional revisions. The goal is to distribute to the new FY20 Board members during their orientation.

Update on UW Foundation Board

Ms. Mathes has been invited to speak to the UW Board of Regents, along with KEXP General Manager, Tom Mara. This is still in the planning phase; more information will be provided in upcoming Committee meetings.

Q1 Business Support Highlights

Ms. Miller presented the First Quarter revenue update. She stated that the team is on target to achieve established revenue goals. The team is actively selling sponsorship packets for podcasts, events and the web. The team will continue to look for new revenue streams in the future.

Q1 Individual Support Highlights

Ms. Andriesen gave an overview of First Quarter individual giving fundraising results. The First Quarter goal was 1.8M. The team has achieved 17% of that goal.

Other Business

There was no other business introduced.

Topics for Full Annual Board Meeting

The committee determined that the Development Playbook, Fall Pledge Drive status and the Sound Voices Luncheon debrief update would be submitted to the Executive Committee for consideration to be reported out to the full board during the annual meeting, November 14, 2019.

Adjournment

With no more business to address, Ian Warner adjourned the Development Committee meeting at 5:25 PM.

Respectfully submitted,

Ian Warner, Development Committee Member on behalf of Heidi de Laubenfels, Chair
Michele Patience Staal, Board Liaison (Temporary)



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, January 22, 2020
3:30 – 5:00 pm**

Location: KUOW PSPR, 2nd Floor Conference Room

Join from PC, Mac, Linux, iOS or Android: <https://washington.zoom.us/j/182980368>

Or iPhone one-tap:

US: +16468769923, 182980368# or +16699006833, 182980368#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 646 876 9923 or +1 669 900 6833

Meeting ID: 182 980 368

International numbers available: <https://zoom.us/j/182980368>

MEETING OBJECTIVES

- 1) Orient members to purpose and work of the Development Committee for 2020.
- 2) Review the updated Development Playbook and discuss how best to use it with the full Board.
- 3) Discuss how best to define “Board giving”.

QUESTIONS FOR COMMITTEE MEMBERS

Please consider the questions below in advance of the next Committee meeting.

- 1) Review the Development Committee 2020 Workplan and Purpose Statement. What questions do you have about the work of the committee?
- 2) How might the Development Playbook be used with the Board from year to year? Would current Board members benefit from revisiting the Playbook?
- 3) How might KUOW expand the definition of Board giving beyond monetary (i.e. “time, talent and treasure”)? What is your experience with how other non-profit organizations define or quantify “Board giving”?

AGENDA

3:30-3:35 pm <i>5 min</i>	<ol style="list-style-type: none"> 1. Welcome and Call to Order 2. Invitation to Disclose Possible Conflicts of Interests 3. Approval of October 9, 2019, Committee Minutes 4. Overview of Meeting 	Exhibit 1	Filiz Efe McKinney
3:35-3:55 pm <i>20 min</i>	<ol style="list-style-type: none"> 5. Development Committee 2020 Workplan <ul style="list-style-type: none"> ➤ Development Committee Charter 	Exhibit 2 Exhibit 3	Filiz Efe McKinney
3:55-4:25 pm <i>30 min</i>	<ol style="list-style-type: none"> 6. Development Playbook <ul style="list-style-type: none"> ➤ How best to use the playbook ➤ Major Gifts Liaison relationships ➤ Board giving – time, treasure and talent 	Exhibit 4	Filiz Efe McKinney & Karyn Andriesen

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DEVELOPMENT Committee Meeting
Wednesday, January 22, 2020
3:30 – 5:00 pm**

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4:25-4:50 pm <i>25 min</i>	7. Committee Business ➤ Update on UW Foundation Board ➤ FY20 YTD Business Support Highlights ➤ FY20 YTD Individual Support Highlights	Filiz Efe McKinney Vivian Phillips Courtney Miller Karyn Andriesen
4:50-4:55 pm <i>5 min</i>	➤ Other Business	Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	8. Topics for Full Board Meeting Agenda ➤ Thursday, February 27, 4:30 pm	Filiz Efe McKinney
5:00 pm	➤ Adjourn	Filiz Efe McKinney

Next Committee Meeting March 18, 2020, at 3:30 pm

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (October 9, 2019)
- Exhibit 2 – Development Committee 2020 Workplan
- Exhibit 3 – Development Committee Purpose Statement
- Exhibit 4 – Development Playbook

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING**

JANUARY 22, 2020

3:30 – 5:00 PM

APPROVED MINUTES

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held in the 2nd Floor Conference Room at 4518 University Way NE Suite 310, Seattle WA 98105.

PRESENT: Filiz Efe McKinney, David Roberts, Caitlin Duffy, Wassef Haroun and Ian Warner

ABSENT: Vivian Phillips, Rob Palmatier and Virginia Anderson

ALSO ATTENDING: Heidi de Laubenfels, Caryn Mathes (GM/Pres) and Fieta Robinson (Board Liaison)
(STAFF): Michele Patience Stall, Matt Albertson, Melissa Laird, Hollie Seiler and Karyn Andriesen

I. Call to Order

Ms. Filiz Efe McKinney called the meeting to order at 3:36 PM. Members were asked to disclose any conflict of interest. There was none. She gave a brief overview of the meeting and there was a brief introduction of committee members and staff.

II. Approval of Committee Minutes

Ms. McKinney called for the approval of the minutes of October 9, 2019, Development Committee Meeting. A motion was duly made by Mr. Warner and seconded by Mr. Roberts. With no objections, the minutes were approved as presented.

III. Committee Business

2020 Work Plan

The committee discussed their work plan and highlighted key events board members are highly encourage to participation. Management requested that Directors attend at minimum two key events per year.

Ms. Andriesen reported that the team is evaluating past fundraising events. Members were asked to send their feedback and ideas to help shape KUOW’s funding future. She spoke about the importance of board engagement linking their participation to the success with table sponsorships at the Sound Voices Luncheon. She shared guidelines for encouraging 100% board participation and goals.

Development Playbook

Ms. Mckinney and Ms. Anderson outlined the purpose of the Development Playbook. The Playbook is a resource to assist Directors with community engagement as an ambassador for KUOW. Members discussed the various ways for board members to engage– time, talent and or treasure, the value of their participation and the definition of board giving. All agreed that a one-pager created and proposed conducting a role-play session with the full board. Ms. Andriesen reminded Committee members to reach out to their Major Gifts Liaison for assistance or questions on the playbook.

IV. Station Business

Individual Giving Report

Ms. Andriesen gave an overview of the FY20 December revenue YTD breakout for Individual Giving and Major Gifts & Grants. She reported they are at \$2.45MM, which is 19% to their overall goal.

Business Support Report

On the behalf of Ms. Miller, Ms. Andriesen presented FY20 December revenue against goals. She reported they have 2.79MM YTD billed which is 55% towards their FY20 goals. December billing was the largest in history at \$598K and this was with \$10K loss due to preemptions for live NPR coverage of impeachment inquiry. The team secured three large national renewals and six significant local renewals.

V. Other Business

Ms. Andriesen briefly spoke about KUOW social and digital pathway, highlighting the new email platform and dedicated personnel for social digital fundraising.

VI. Adjournment

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 4:58 PM.

Respectfully submitted,
Filiz Efe McKinney, Development Committee Chair
Fieta Robinson, Board Liaison



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, March 18, 2020
3:30 – 5:00 pm**

ZOOM ONLY MEETING

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Meeting ID: 182 980 368

International numbers available: <https://zoom.us/j/182980368>

MEETING OBJECTIVES

- 1) Debrief the Development Committee presentation at the 2/27 PSPR Board meeting and determine next educational topic.
- 2) Learn how the organization differentiates between Community Engagement events and Station Events.
- 3) Learn how we, as Board Members, can better tune our community engagement efforts by aligning with the Community Engagement and Station Events teams’ priorities and messaging strategy.

QUESTIONS FOR COMMITTEE MEMBERS

Please consider the questions below in advance of the next Committee meeting.

- 1) How effective was the Development Committee presentation at the 2/27 PSPR Board meeting in engaging Board members? What might the Committee do differently at the next meeting to promote engagement?
- 2) What educational topic should the Development Committee present at the next PSPR Board meeting?
- 3) What questions do you have about the goals of KUOW’s Community Engagement program and the Station’s Events Platform? How can the Development Committee support the work of these two programs?

AGENDA

3:30-3:35 pm <i>5 min</i>	<ol style="list-style-type: none"> 1. Welcome and Call to Order 2. Invitation to Disclose Possible Conflicts of Interests 3. Approval of January 22, 2020, Committee Minutes 4. Overview of Meeting 	<p>Filiz Efe McKinney</p> <p>Exhibit 1</p>
3:35-4:00 pm <i>25 min</i>	<ol style="list-style-type: none"> 5. KUOW Debrief of Development Committee Educational Segment at 2/27 PSPR Board Meeting 	<p>Filiz Efe McKinney</p>
4:00-4:30 pm <i>30 min</i>	<ol style="list-style-type: none"> 6. Community Engagement & Station Events at KUOW 	<p>Filiz Efe McKinney & Zaki Hamid</p>

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3:30 – 5:00 pm**

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Meeting ID: 182 980 368

International numbers available: <https://zoom.us/j/182980368>

4:30-4:50 pm <i>20 min</i>	7. Committee Business ➤ FY20 YTD Business Support Highlights ➤ FY20 YTD Individual Support Highlights	Filiz Efe McKinney Courtney Miller Karyn Andriesen
4:50-4:55 pm <i>5 min</i>	➤ Other Business	Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	8. Topics for Full Board Meeting Agenda ➤ Thursday, April 3, 4:30 pm	Filiz Efe McKinney
5:00 pm	➤ Adjourn	Filiz Efe McKinney

Next Committee Meeting May 20, 2020, at 3:30 pm

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (January 22, 2020)

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
MARCH 18, 2020
3:30 – 5:00 PM**

APPROVED MINUTES

Upon notice duly given, a meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held virtually on March 18th, 2020 at 3:30 pm via Zoom Conference.

PRESENT: Filiz Efe McKinney (Chair), Vivian Phillips, Virginia Anderson, Caryn Mathes (GM/Pres) and Heidi de Laubenfels (Board Chair)

ABSENT: David Roberts, Paul Butler, and Ian Warner

ALSO ATTENDING (STAFF): Matt Albertson, Melissa Laird, Hollie Seiler, Courtney Miller, Gail DiRe, Karyn Andriesen, Michele Staal Patience, Rashad Brown, Ryleigh Brimhall, Sarah Freeman, Zaki Hamid, and Fieta Robinson (Board Liaison)

I. Call to Order

Ms. McKinney called the meeting to order at 3:30 PM. Members were asked to disclose any conflict of interest. There was none. She gave a brief overview of the meeting.

II. Approval of Committee Minutes

Due to a lack of a quorum, McKinney tabled the minutes of January 22, 2020 Development Committee Meeting to the next meeting.

III. COVID-19 Impact on Fundraising

Messaging Overview

Ms. Mathes gave an overview of the impact the COVID-19 epidemic on station operations and staff wellness. Management is proud of the work the staff is doing. Ms. Mathes discussed the steps the team took to shift to work-from-home status. As the pandemic intensified, the entire newsroom pivoted to cover this story to ensure our community received critical health and safety information in a timely fashion. The Events team postponed planned LIVE events and together with the Community Engagement team reimagined and relaunched them as virtual events. Management will provide a one sheet outlining KUOW Coronavirus coverage to share with the Board.

Spring Pledge Drive

The Spring on-air fund drive is postponed due to COVID-19. Mr. Brown shared the tag line “We are here for you, No Matter What”, e-letters to subscribers highlighting COVID health related stories. The team is developing strategies for digital fundraising when situational appropriate. Ms. Andriesen provided information on BIG Give which is scheduled for May 6th. She will be working with KNKX to possibly do a simultaneous fund drive.

Major Gifts

Mr. Albertson gave an update on major donor engagement and next steps. The team is working on plan to connect with major donors during this time of social distancing. The Committee suggested creating a short toolkit that would include Jill Jackson’s article in Current and the Coronavirus coverage document to assist Members with donor conversations.

IV. **Community Engagement Response to COVID-19**

Mr. Hamid spoke about the pivot to virtual community engagement events during COVID-19 stay home, stay healthy, and social distancing mandate. He shared key learnings from March 13th, 2020; *That's Debatable* event, including virtual versions of currently scheduled events. The Community Engagement team is launching a new series called "Are we going to be okay?"

V. **Committee Business**

Members discussed the feedback from the Committee led educational segment at the February 27, 2020 KUOW PSPR Board meeting. Ms. Anderson suggested that a plan be created to reach out the community for feedback on our strategic reframing approach the SBP 2022 is finalized.

VI. **Adjournment**

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 4:58 PM.

Respectfully submitted,
Filiz Efe McKinney, Development Committee Chair
Fieta Robinson, Board Liaison



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, May 20, 2020
3:30 – 5:00 pm**

Location: **KUOW, via Zoom: Registration Link**

<https://washington.zoom.us/meeting/register/vJwvfuGorT0ifyX8rcBQUqaa9cX7fqYPnw>

Dial-In: **1 646 876 9923**

Enter Participant Passcode: **182 980 368**

MEETING OBJECTIVES

- 1) Update Committee members on the various fundraising efforts currently in progress; identify ways in which the Committee can support these efforts.
- 2) Revisit the 2020 Development Committee Work Plan; reach consensus regarding adapting the Work Plan for Covid-19 and FY21 needs.

QUESTIONS FOR COMMITTEE MEMBERS

Please consider the questions below in advance of the next Committee meeting.

- 1) What ideas do you have for how the Development Committee can support and help further the fundraising efforts of the Major Gifts team?
- 2) What feedback have you heard from either your networks or the donors you called during the Thank-a-thon about KUOW, our services and our fundraising?
- 3) What types of events that KUOW might produce would you be excited to attend or to invite your network to? What ways would you be able/willing to engage with KUOW major donors/prospects during or after these events?

AGENDA

3:30-3:35 pm <i>5 min</i>	<ol style="list-style-type: none"> 1. Welcome and Call to Order 2. Invitation to Disclose Possible Conflicts of Interests 3. Approval of March 18, 2020, Committee Minutes 4. Overview of Meeting 	Filiz Efe McKinney Exhibit 1
3:35-4:00 pm <i>25 min</i>	<ol style="list-style-type: none"> 5. Fundraising Campaigns Update <ul style="list-style-type: none"> ➤ Major Gifts Top 400 Campaign: How can Committee assist with donor follow-up? ➤ Board & Emeritus Board Campaigns ➤ GiveBIG Results ➤ Thank-a-thon Participation: Feedback on experience calling donors 	Filiz Efe McKinney & Matt Albertson
4:00-4:30 pm <i>30 min</i>	<ol style="list-style-type: none"> 6. Revisit Development Committee 2020 Work Plan <ul style="list-style-type: none"> ➤ Sound Voices Luncheon & annual BC Recognition event are cancelled for FY21 	Exhibit 2 Filiz Efe McKinney

An Executive Session can be called at any time during the meeting based on the following criteria: To consider matters relating to individual employees, proprietary information, litigation, and other matters requiring the confidential advice of counsel, commercial or financial information obtained from a person on a privileged or confidential basis, or the purchase of property or services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, May 20, 2020
3:30 – 5:00 pm**

Location: **KUOW, via Zoom: Registration Link**

<https://washington.zoom.us/meeting/register/vJwvfuGorT0ifyX8rcBQUqaa9cX7fqYPnw>

Dial-In: **1 646 876 9923**

Enter Participant Passcode: **182 980 368**

- Virtual Major Donor Events – 3 upcoming Salons w/NPR guests
- Leaning into FY21 Fundraising Efforts

4:30-4:50 pm <i>20 min</i>	7. Committee Business <ul style="list-style-type: none"> ➤ UW Foundation Updates (if any) ➤ FY20 YTD Business Support Highlights ➤ FY20 YTD Individual Support Highlights 	Filiz Efe McKinney Vivian Phillips Courtney Miller Matt Albertson
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4:50-4:55 pm <i>5 min</i>	<ul style="list-style-type: none"> ➤ Other Business 	Filiz Efe McKinney
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4:55-5:00 pm <i>5 min</i>	8. Topics for Full Board Meeting Agenda <ul style="list-style-type: none"> ➤ Thursday, June 25, 4:30 pm 	Filiz Efe McKinney
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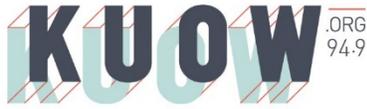
5:00 pm	<ul style="list-style-type: none"> ➤ Adjourn 	Filiz Efe McKinney
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Next Committee Meeting August 19, 2020, at 3:30 pm

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (March 18, 2020)
- Exhibit 2 – DEV Committee 2020 Work Plan - Revised

An Executive Session can be called at any time during the meeting based on the following criteria: To consider matters relating to individual employees, proprietary information, litigation, and other matters requiring the confidential advice of counsel, commercial or financial information obtained from a person on a privileged or confidential basis, or the purchase of property of services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
MAY 20, 2020
3:30 – 5:00 PM**

APPROVED MINUTES

Upon notice duly given, a meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held virtually on May 20th, 2020 at 3:30 pm via Zoom Conference.

PRESENT: Filiz Efe McKinney (Chair), Vivian Phillips, Virginia Anderson, Caryn Mathes (GM/Pres), David Roberts and Caitlyn Duffy

ABSENT: Paul Butler, and Ian Warner

ALSO ATTENDING (STAFF): Matt Albertson, Melissa Laird, Hollie Seiler, Rashad Brown, Aimee White, Ryleigh Brimhall, Sarah Freeman, and Fieta Robinson (Board Liaison)

I. Call to Order

Ms. McKinney called the meeting to order at 3:32 PM. Members were asked to disclose any conflict of interest. There was none. She gave a brief overview of the meeting.

II. Approval of Committee Minutes

Ms. McKinney called for the approval of the minutes of March 18, 2020, Development Committee Meeting. A motion was duly made by Ms. Anderson and seconded by Mr. Roberts. With no objections, the minutes were approved as presented.

III. Fundraising Campaigns Update

Major Gifts Top 400 Campaign

Mr. Albertson gave an update with the Major Gifts campaign. The current amount raised was 720K and was about 60% of the 1.2M goal with six weeks to goal. Ms. McKinney asked what support the Committee could provide to major gifts. The committee provided suggestions during the meeting to be implemented.

Board and Emeritus Board Campaigns

As of the day of the meeting, The Board has raised 79K of the 50K goal and the Emeritus Board has raised 65K of their 100K. Mr. Albertson and Ms. McKinney has stated that the committee and Philanthropy team would collaborate further to assist in raising more fund from the Emeritus Board.

GiveBIG Results

Mr. Albertson announced that results of the GiveBIG event was 167K. Those results combined with recent membership campaign current amount raised was 1.3M in donations with 1215 evergreen members.

Thank-a-thon Participation

Mr. Albertson discussed the Thank-a-thon success. The Thank-a-thon was KUOW Staff and Board Members calling donors from the “Million in a Day” Campaign and thanking the donors for their donation and support of KUOW. Mr. Albertson also recognized the 13 Board Members who participated in the effort. The Committee discussed potentially using this strategy with all new donors to welcome them.

IV. Revisit Development Committee 2020 Work Plan

Sound Voices Luncheon & Annual BC Recognition Events

Sound Voices Luncheon & annual BC Recognition event were cancelled for FY21 due to COVID-19 and maintaining the safety of the staff and donors.

Virtual Major Donor Events

There was three upcoming Virtual Salons with NPR Guests for major donors. The topics of the salon were focused on politics and modeled after what was observed with community engagement virtual events. The Committee provided feedback on virtual events to Ms. McKinney and the Philanthropy team to better coordinate the Salons.

Motion to Approve Adjusted Work Plan

Ms. McKinney moved to approve the Development Committee Adjusted Work Plan. A motion was duly made by Ms. Phillips and seconded by Ms. Anderson. With no objections, the work plan was approved for FY21

V. Committee Business

UW Foundation Updates

Ms. Phillips presented information about how UW Medical Center was currently leading the country and sometimes the world in COVID 19 research information. She offered to have this information presented as a potential topic for the Full Board member in June.

FY20 YTD Business Support Highlights

Mr. Albertson presented updates from Business Support. Despite a loss during March and April, Business Support was at 99.8% of End of Year Goals with only 9K shy of Year Goal.

FY20 YTD Individual Support Highlights

Mr. Albertson mentioned KUOW Individual Support Highlights again above goal. With the FY20 goal of \$9.2M, He stated that the membership team was at approximately 9.9 million, or 108% of their goal as of the meeting date.

FY20 YTD Major Gifts and Grants

Mr. Albertson mentioned on KUOW Philanthropy Team Highlights. With the FY20 goal of \$1.475M, He stated that the Philanthropy team was at \$1.424M, or 96.6% of their goal as of the meeting date. He also discussed grants that KUOW has been granted and grants that would be applied for the station.



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
MAY 20, 2020
3:30 – 5:00 PM**

APPROVED MINUTES

Leaning into FY21 Fundraising Efforts

Ms. Mathes discussed information that was provided by the Strategic Framing Speakers series. There has been a noticeable increase in digital engagement and overall digital trends have accelerated. The Development Committee and Development Team have already implemented some of the ideas and suggestions learned from the Speakers, including the Thank-a-thon.

Other Business

Ms. McKinney requested the committee to research to methods of connection with donors and to submit those methods to her and the Philanthropy team

VI. Topics for Full Board Meeting Agenda

As mentioned above, Ms. Phillips would present information from the UW Foundation about UW Medical Center leading in COVID-19 research to the Full Board Meeting on June 25th 2020.

VII. Adjournment

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 4:53 PM.

Respectfully submitted,
Filiz Efe McKinney, Development Committee Chair
Fieta Robinson, Board Liaison

