



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING**

AUGUST 8, 2018

3:30 PM – 5:00 PM

APPROVED MINUTES

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of KUOW/Puget Sound Public Radio (“KUOW”) was held at Performance Studio B at 4518 University Way NE Suite 210

PRESENT: Heidi de Laubenfels (Co-Chair), Virginia Anderson (Co-Chair), Filiz Efe McKinney, Paul Butler, David Roberts, Haeryung Shin, Vivian Phillips

ALSO ATTENDING (STAFF): Caryn Mathes (President and GM), Dana Faust, Karyn Andriesen, Katie Seward, Andrew Storms, Matt Albertson, Melissa Laird, Josh Herrington, Hollie Seiler, Brendan Sweeney, Justis Phillips, and Fieta Robinson (Executive Assistant & Board Liaison)

I. Meeting Called to Order

Heidi called the meeting to order at 3:31 PM. There were no COI’s.

II. Approval of Committee Minutes

Ms. de Laubenfels called for the approval of the minutes of the June 31, 2018 Development Committee Meeting. With no objections or changes, a motion was duly made by Ms. Shin and seconded by Ms. McKinney; the Committee approved the minutes as presented.

III. Change to Agenda:

Due to the absence of Mr. Jon Schorr, the tax reform presentation was tabled until the next Development Meeting. A conversation was had about ways in which KUOW can help track the number of hours each director volunteers for tax, grant, and foundational purposes

IV. Board Development Playbook

Directors then discussed the revised Pledge Form which not only keeps directors engaged, but it serves as a mechanism to track and plan for the future. Directors suggest to look at different ways to recognize board members, and to be careful about 100% giving (financial). Mr. Butler commented about his other board experience and their recent pivot from the 100% Board Giving. Caryn Mathes commented on how KUOW wants to create opportunities for directors to get plugged into “passion points”. She also commented that the current KUOW PSPR Board of Directors has been the hardest working board in her experience.

V. Evergreen Program Deep Dive

Heather presented on Evergreen Program, highlighting its history to today. 30% of donor base are Evergreen Members. 10% give at the \$20-29 range per/month. She also presented a snapshot comparison to other peer stations. 435% increase in 5 years mainly due to restructure of pledge and more intentional contact with members. There was also an increase during the election year (2016). Evergreen Program FY19 Goals are to increase donor base to 40%, grow the amount giving level (focus on the \$10-19 per month, and the \$5 per month), and deepen stewardship and communications. She discussed the strategies to meet these goals: Quarterly and biannual upgrade comparisons, biannual EFT conversion campaigns, membership awareness week with an open house in spring, and feature

Evergreen membership among all acquisition channels. There are challenges and questions for the Evergreen Program: what is the ideal ceiling for membership? What are the technical limitations we're facing (not converted to Salesforce yet), not settling with the "set it and forget it" attitude, creating best practices for those who want to be left alone, and to streamline donor processes.

VI. Sound Voices Luncheon

Mr. Storms reported that KUOW's 2nd Annual Sound Voices Luncheon is planned September 20, 2018 at the Panoramic Room at Pacific Tower. It will be the station's signature 2018 stewardship event. Attendees will include major donors, community leaders, Board Alumni and the Puget Sound Public Radio Board of Directors. There is a Volunteer Host Committee of 8-9 Directors. The keynote speaker will be with Mona Lee Locke who'll be joined in a conversation with KUOW's CCO Jennifer Strachan. 30 people have RSVPs, and the open rate has been high on the initial. Development met with Mona earlier on 08-08 to shape the address/conversation. Mr. Storms will provide talking points on why one should attend the luncheon, reinforcing its value to avoid "luncheon fatigue." Thus far the host committee members have been great and their hard work has yielded great results thus far.

VII. FY18 Year-to-Date Revenue Update

Development – Q1 Report

Ms. Andriesen gave a report on fundraising activities, present the F18 EOY and FY19 Revenue goals, and strategy to meet goals: increase active donors by 10%, increase average gift by 3%, increase overall member retention by 3%, pipeline by 8%, reimagine pledge drive. Reviewed the fundraising landscape. Ms. Andriesen reminded the committee that KUOW's development goal are not coordinated with UW Advancement Capital Campaigns.

Business Support – Q1 Report

Ms. Faust gave an update FY19 goals and revenue booked in Business Support. Ms. Faust BS opportunities with web launch, outlet for giveaways, event sponsorships and podcast pre-roll. Looking at many revenue avenues for business support. Ms. Faust also spoke about the challenges of the ratings dip and managing ads in house.

VIII. Program Highlight

Audio Shop and Podcast Scoop with Brendan Sweeney

Brendan presented on audio shop and its FY19 KPI and topline goals: create more podcasts; design smart speaker skills; refresh/relaunch existing content; increase source and staff diversity. There's a goal of 80K users per month: how do we get there? Mr. Sweeney discussed the strategy to increase users per month—tracking pilots. Discussed podcasts coming in the next week. Podcast discoverability is poor on smart speakers, "play KUOW podcasts" skill can be developed. Mr. Sweeney introduced the committee to the Pilot Matrix: a content filter that governs conversations and prioritizes content. He discussed the 4 phases of launching a podcast: pitch, red light/green light pilots, produce, launch. Sweeney went through each stage and its deliverables. Finally, Mr. Sweeney spoke about MTSW making targets, who, what when, and its timeline/history. Discussed the challenges when creating a podcast.

IX. Adjournment

Having gone over the scheduled meeting time, Ms. de Laubenfels adjourned the Development Committee meeting at 5:19 PM.

Respectfully submitted,

On the behalf of the Development Co-chairs



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING**

AUGUST 8, 2018

3:30 PM – 5:00 PM

APPROVED MINUTES

Fieta Robinson, Board Liaison



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
OCTOBER 10, 2018
3:30 PM – 5:00 PM**

APPROVED MINUTES

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of KUOW/Puget Sound Public Radio (“KUOW”) was held at Performance Studio B at 4518 University Way NE Suite 210 on October 10, 2018.

PRESENT: Heidi de Laubenfels (Co-Chair), Virginia Anderson (Co-Chair), Filiz Efe McKinney, Paul Butler, David Roberts, Haeryung Shin, Vivian Phillips

ALSO ATTENDING (STAFF): Caryn Mathes (President and GM), Dana Faust, Karyn Andriesen, Katie Seward, Andrew Storms, Matt Albertson, Melissa Laird, Josh Herrington, Hollie Seiler, Brendan Sweeney, Justis Phillips, and Fieta Robinson (Executive Assistant & Board Liaison)

I. Meeting Called to Order

Heidi called the meeting to order at 3:31 PM. There were no COI’s.

II. Approval of Committee Minutes

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III. Change to Agenda:

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Evergreen Program: what is the ideal ceiling for membership? What are the technical limitations we're facing (not converted to Salesforce yet), not settling with the "set it and forget it" attitude, creating best practices for those who want to be left alone, and to streamline donor processes.

VI. **Sound Voices Luncheon**

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IX. **Adjournment**

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Respectfully submitted,

On the behalf of the Development Co-chairs

Fieta Robinson, Board Liaison



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING**

JANUARY 16, 2019

4:00 – 5:30 PM

APPROVED MINUTES

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

PRESENT: Heidi de Laubenfels, Filiz Efe McKinney, David Roberts, Paul Butler, Ian Warner, David Landau (guest, GOV Committee), Caryn Mathes (President and GM)

ABSENT: Vivian Phillips ☹

ALSO ATTENDING (STAFF): Dana Faust, Andrew Storms, Matt Albertson, Melissa Laird, Sarah Freeman, Kjerstin Wood, Aimee White, Katie Seward, Justis Phillips (Deputy Board Liaison, note taker), and Fieta Robinson (Board Liaison; conferencing)

I. Call to Order

Heidi called the meeting to order at 4:00 PM. There were no COI’s.

II. Approval of Committee Minutes

Ms. de Laubenfels called for the approval of the minutes of the October 10, 2018 Development Committee Meeting. With no objections or changes, a motion was duly made Paul Butler and seconded by Filiz Efe McKinney. The Committee approved the minutes as presented.

III. 2019 Work Plan:

Ms. McKinney shared a potential approach to more tactically track involvement of Development Committee Directors, in tandem with the more strategic Development (staff) work plan. The goal is for Directors to own particular projects and/or be a lead along with a staff member. An additional purpose of Ms. McKinney’s spreadsheet is to consolidate committee action items in one accessible space. The development committee wants to pay more attention to the intersection of staff/board expertise in order to build bridges and relationships with future KUOW members and development partners.

IV. 2019 Committee Goals: Increase in Board Engagement

Ms. de Laubenfels invited KUOW PSPR Board Director David Landau to the meeting to share his recent experience of a KUOW Arts and Culture Event, the popular Front Row Center with Marcie Sillman. Mr. Landau has been on the Board Director at Seattle Children’s Theatre for ~ 9 years. The Theatre recently put on the play *And In This Corner: Cassius Clay*; afterward, KUOW Arts and Culture Reporter Marcie Sillman facilitated a discussion.

Mr. Landau and staff member Andrew Storms remarked that this was a perfect opportunity had there been more time, to increase board engagement either in numbers or in strategic introductions with potential community partners and/or major donors. Questions that Mr. Landau had for the Development Committee and Staff to think about are: How can KUOW BOD better prepare for events like this? Could Dev Staff have goals for Directors at an event like this? Who else would we want to be at future events like these? Essentially, how can the Board better leverage relationships for the benefit of the station?

Mr. Storms presented Exhibit 5: SCT and Front Row Center, Art of Radio. An idea, he commented, is to look at something KUOW is already doing and tack something on to it (examples a boxed lunch

small event at the station, partnering with Marketing and Community Engagement). There's Broadcast Circle Members, the Sound Voices Luncheon, and now with the second floor finished, there is opportunity to host more things at the station. Mr. Storms commented that regardless of venue, being attendee-focused is key.

Final questions that came up that the Development Staff and Committee will think about are: How to strategically tap into the resources of directors (Paul Butler)? Is there any Development need or opportunity that we can bring to the full board (David Roberts)? And, in regards to future events, what is the goal—audience development or fundraising?

V. Station Business

Business Support Director Dana Faust shared that KUOW Business Support is at \$3,490,880 or 72.7% to our annual goal of \$4,800,000. Ms. Faust encouraged all Directors that if and when they patron a business that is a supporter of KUOW, take the time to thank them for their support. This comes at a time when contributions from MPM (subsidiary of NPR) are on a downward trajectory with funding. \$300K in 2019 vs over \$1 million in 2018. Ms. Faust remarked that there's lots of new opportunity for business support in areas like: live streaming, KUOW's new website, its podcasts and events that offer substantial revenue potential.

In Development Director Karyn Andriesen's absence, Major Gifts Officer Matt Albertson gave the Development Update. Currently, FY2019 YTD Individual donations are at \$5,726,079 (52% to \$10.9 million goal). Major Gifts & Grants: \$620 YTD (44% to \$1.4 million goal). As part of the Emeritus Board Update, they raised \$31K for equipment a RadioActive Teaching Recording Studio. Ms. de Laubenfels commented that a member of this board come to a committee meeting in the near future, and encouraged mixers in the mingling of KUOW PRPR BOD Directors past and present.

Planned Giving Officer Melissa Laird then discussed the Named Space Opportunity, a private, small-scale major gifts campaign \$3 million in naming opportunities in new and older spaces: Newsroom, Third Floor Lobby, Green Room...

Ms. Wood gave a presentation on Facebook Fundraisers. Thus far, KUOW has raised \$810 (as of 1/16). There is a large amount of untapped potential with 40k followers. Donations were primarily from Giving Tuesday and one person's birthday. There were lots of impressions and comments. This could be another opportunity for an Evergreen Member to become more involved. Right now there are no donations through IG, though we can link to FB campaigns to our IG Stories and Posts. Right now Development is really focusing on spring and fall campaigns.

VI. Sound Voices Luncheon Brain Storming

The committee reviewed the pros and cons from the 2018 Sound Voices luncheon and discussed possible format for the next one in September. Members were asked to **Committee** to start brain storming possible keynote speakers, guests, and themes for Sound Voices Luncheon.

VII. Adjournment

With no more business to address, Ms. de Laubenfels adjourned the Development Committee meeting at 5:33 PM.

Respectfully submitted,

On the behalf of Heidi de Laubenfels, Development Committee Chair

Fieta Robinson, Board Liaison

Justis Phillips, Deputy Board Liaison



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
MARCH 20, 2019
4:00 – 5:30 PM**

APPROVED MINUTES

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

PRESENT: Heidi de Laubenfels, Filiz Efe McKinney, David Roberts, Vivian Phillips, Caryn Mathes (GM/Pres)

ABSENT: Ian Warner, Paul Butler

ALSO ATTENDING (STAFF): Dana Faust, Andrew Storms, Matt Albertson, Melissa Laird, Sarah Freeman, Kjerstin Wood, Aimee White, Katie Seward, Justis Phillips, and Fieta Robinson (Board Liaison)

I. Call to Order

Ms. de Laubenfels called the meeting to order at 4:05 PM. There were no COI’s.

II. Committee Business

Donor Experience Path Presentation by Director of Development

Ms. Andriesen gave a presentation to the Committee about the changes in the donor experience path over the last 20 years. Twenty years ago, the donor experience path looked very different than it does now, moving in a reasonably predictable fashion from discovering to listening, becoming a member, and hopefully eventually becoming a Broadcast Circle Member. Around 2009 it evolved a bit and became more comprehensive as more avenues for donors began popping up more. Today there are far more entryways into membership and acts more like a web than a linear progression. The life cycle of a donor is more like a spiral in which KUOW discovers and qualifies potential donors, to their cultivation, eventually a solicitation, and finally stewardship.

Emeritus Board Discussion

There are around 10 active Emeritus Members. One of the Committee’s goals is to engage more with the emeritus board. The committee discussed having an event between the current board and the emeritus board as part of a prior scheduled Board event. The committee is looking for a time in the summer.

Upcoming Fundraisers, Director Media Starter Kit

Ms. Wood gave an update on upcoming KUOW fundraisers, providing a couple of opportunities for the committee and Board at-large to participate during a fundraising day. Ms. Wood also reported that April 4 is UW Giving Day. KUOW will be featured on their website. May 8 is GiveBIG, and KUOW will be using it as an opportunity to make-up pledge drive deficits with some on-air pitches. Messaging around KUOW being a vital community resource will hopefully activate our donor/member base. June 6 – 12 is Summer Pledge Drive. The Facebook fundraiser is an excellent opportunity for Directors to take action and activate their networks.

Sound Voices Luncheon

Katie Seward provided information on the Board Host Committee Asking Committee members to host or co-host a table. The committee agreed that it was a good idea to incorporate people who aren't directors but are connected to KUOW as potential hosts/co-hosts.

III. **Approval of Committee Minutes**

Ms. de Laubenfels called for the approval of the minutes of January 16, 2019, Development Committee Meeting Minutes. With no objections or changes, a motion was duly made by Filiz McKinney and seconded by David Roberts. The Committee approved the minutes as presented.

IV. **Station Business**

Business Support Director Dana Faust shared that KUOW Business Support is at \$3,249,951 or 68% of the FY19 Goal of \$4.8 Million. Ms. Faust told the committee that On-Demand Content is the next frontier for business support and says that there is enough money to make up for what traditional Broadcast lacks. Ms. Andriesen reported that FY19 YTD is 64% towards its annual goal of \$10.9 million. Major gifts and grants are 48% towards their \$1.4 million goal, currently at \$676,789.

V. **Adjournment**

With no more business to address, Ms. de Laubenfels adjourned the Development Committee meeting at 5:33 PM.

Respectfully submitted,

On the behalf of Heidi de Laubenfels, Development Committee Chair

Fieta Robinson, Board Liaison

Justis Phillips, Deputy Board Liaison



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING**

**MAY 8, 2019
4:00 – 5:30 PM**

APPROVED MINUTES

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

PRESENT: Heidi de Laubenfels, Filiz Efe McKinney, David Roberts, Vivian Phillips, Caryn Mathes (GM/Pres), Ian Warner, Paul Butler

ALSO ATTENDING (STAFF): Dana Faust, Andrew Storms, Matt Albertson, Melissa Laird, Sarah Freeman, Kjerstin Wood, Hollie Seiler, Michaela Gianotti, Andrew Storms, Justis Phillips, and Fieta Robinson (Board Liaison)

I. Call to Order and COIs

Ms. de Laubenfels called the meeting to order at 4:02 PM. Filiz noted that she began a pro bono project with KUOW’s marketing team. This is not a conflict of interest, but Ms. de Laubenfels commented that it’s always good to keep the committee afloat of collaborations with staff.

II. Approval of Committee Minutes

Ms. de Laubenfels called for the approval of the minutes of March 20, 2019, Development Committee Meeting Minutes. With no objections or changes, a motion was duly made by David Roberts and seconded by Filiz McKinney. The Committee approved the minutes as presented.

III. Committee Business

Planned Giving Presentation

Ms. Freeman gave an overview of KUOW’s planned giving strategies, and gave a packet to the committee with collateral Ms. Freeman and Ms. Laird use when engaging with donors. There is a work shop called “Jump-Start Your Estate Plan” on Thursday, May 16.

Business Support

Ms. Faust presented KUOW’S YTD revenue, which is 78% towards its FY19 Goal. FY19 ends on June 30, 2019. She also presented to the committee alternate sources of revenue outside of traditional business support methods. Live streaming, car donations, podcasts, web, and email all have potential to raise larger amounts of revenue in the future.

The Value of Storytelling in Donor Cultivation

Ms. McKinney discussed advantages to changing KUOW’s pledge messaging to an opportunity based framework, one that focuses on the opportunities KUOW has to tell stories from more voices because of support from donors. This is different than threat based framing that creates a crises that supporters need to solve.

IV. Station Business

Broadcast Circle Recognition/Sound Voices Luncheon

Ms. Seiler gave a brief update to the committee about the Broadcast Circle Recognition at the Triple Door in addition to presenting the committee with the name of the person giving the keynote at the Sound Voices Luncheon, date still TBD.

V. **Adjournment**

With no more business to address, Ms. de Laubenfels adjourned the Development Committee meeting at 5:31 PM.

Respectfully submitted,

Heidi de Laubenfels, Development Committee Chair

Fieta Robinson, Board Liaison

Justis Phillips, Deputy Board Liaison