



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
AUGUST 19, 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 August 19th, 2020 at 3:30 pm via Zoom Conference.

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

ABSENT: Paul Butler, and Ian Warner

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

I. Call to Order

Ms. McKinney called the meeting to order at 3:31 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 May 20, 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. Discussion of Committee/Board Fundraising Activities in April – June 2020

Feedback on fundraising activities that supported the Top 400 Campaign & Pledge Drives

The Committee discussed the importance of personalized contact with their contacts through emails with an attached article to talk about funding opportunities. Also, there was discussion of how to reach donor in a nondigital way because of overwhelming use of digital fundraising due to COVID.

Feedback on Thank-a-thon participation

The Committee provided feedback about their participation. They were looking to leave less voice messages and how to handle feedback from donors. There are opportunities to use these Thank-a-thon to get feedback and information from donors. The Committee was curious if there was a way to reach donors via text messaging for donors who avoid answering calls. They were also curious about how the Thank-a-thon are affecting donations.

Feedback on KUOW events

The Committee discussed the recent virtual KUOW events. Those who attended felt the event were great but wondered if there were ways to mirror a in-person event. This could be by preregistering and limited number of attendees.



APPROVED MINUTES

IV. Revisit Discussion of Committee Member Engagement in FY21

Review of opportunities:

- *Inviting friends to virtual events*
- *Participating in Thank-a-thons*
- *Amplifying KUOW via social media posts*
- *Sharing impactful content*
- *Participating in Pledge Drive Challenges & Promotion*
- *Major donor list review*
- *Identify/connect prospective clients to Business Support*

Ms. McKinney polled the seven Committee members in the meeting. Their highest three preferred engagements were participating in Thank-a-thons, inviting friends to virtual events, and sharing impactful content. The least preferred engagement was identify/connect prospective clients to Business Support.

V. Emeritus Board Update

Change in Chair position

Ms. McKinney announced Jon Bridge stepped down as Emeritus Board Chair, and Judy Endejan was announced as the new Emeritus Board Chair.

FY21 Focus/Activities

Ms. McKinney mentioned the Emeritus Board would continue to help and support the Board with fundraising opportunities into FY21.

VI. Committee Business

UW Foundation Updates

Ms. Phillips provided UW Foundation Update. UW Foundation worked and development of a new charter for DEI for UW.

Development Leadership Transition Update

Ms. McKinney announced Matt Albertson has Interim Candidate for Director of Development since Karyn Andriesen's retirement.

Business Support Report: FY20 Revenue Actuals & FY21 Goals

Mr. Albertson presented Business Support Report. Business Support FY20 Revenue Actuals were \$5,048,500. Business Support FY21 Revenue Goals were \$4,555,000 and to secure \$250K non-broadcast revenue.



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Membership Report: FY20 Revenue Actuals & FY21 Goals

Mr. Albertson presented Membership Report. Membership FY20 Revenue Actuals were \$11,488,675. Membership FY21 Revenue Goals were \$10,900,000. The Additional goals were increase number of new donors by 15% from 7,970 to 9160, increase monthly donors by 15% from 17,000 to 19,600, and increase donor retention by 5% from 73% to 78%.

Major Gift Report: FY20 Revenue Actuals & FY21 Goals

Mr. Albertson presented Major Gifts Report. Major Gifts FY20 Revenue Actuals were \$1,992,224. Major Gifts FY21 Revenue Goals were \$1,650,000.

VII. Topics for Full Board Meeting Agenda

Ms. McKinney confirmed topics for the Full Board Meeting Agenda would be Emeritus Board Update, and, FY20 Actuals and FY21 Goals.

VIII. Adjournment

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 4:57 PM.

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



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, October 21, 2020
3:30 – 5:00 pm**

MEETING REGISTRATION LINK

Register in advance for this meeting. After registering, you will receive a confirmation email containing information about joining the meeting.

https://washington.zoom.us/meeting/register/tJlodughqzliHtZWoxwEwXSzYoDQ0uC_7GCK

MEETING OBJECTIVES

- 1) Update Committee members on the various fundraising efforts; identify ways in which the Committee can support these efforts.
- 2) Better understand the interworking of KUOW’s business support program and how the Committee can help support it.

QUESTIONS FOR COMMITTEE MEMBERS

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

- 1) Do you know which businesses you frequent support KUOW?
- 2) What was your experience of the fall membership drive?
- 3) How can we help support KUOW staff?

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 Committee Minutes 4. Overview of Meeting 	<p>Filiz Efe McKinney</p> <p>Exhibit 1</p>
3:35-4:00 pm <i>30 min</i>	<ol style="list-style-type: none"> 5. What is business support and how does it work? <ul style="list-style-type: none"> ➤ Broadcast Revenue ➤ Non-Broadcast revenue 	<p>Courtney Miller</p>
4:00-4:15 pm <i>15 min</i>	<ol style="list-style-type: none"> 6. Fall membership drive debrief <ul style="list-style-type: none"> ➤ How can the board help in the future? 	<p>Rashad Brown</p>
4:15-4:30 pm <i>15 min</i>	<ol style="list-style-type: none"> 7. Other ways to support <ul style="list-style-type: none"> ➤ 11/12 Inside 2020 ➤ Review Top Connections wanted documents ➤ Brainstorm ideas to support staff 	<p>Filiz Efe McKinney</p>
4:30-4:50 pm <i>20 min</i>	<ol style="list-style-type: none"> 8. Committee Business <ul style="list-style-type: none"> ➤ UW Foundation Updates (if any) 	<p>Filiz Efe McKinney Vivian Phillips</p>

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	<ul style="list-style-type: none"> ➤ FY21 Q1 Business Support Highlights ➤ FY21 Q1 Membership Highlights ➤ FY21 Q1 Major Gifts Highlights 	Courtney Miller Rashad Brown Matt Albertson
4:50-4:55 pm <i>5 min</i>	➤ Other Business	Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	9. Topics for Full Board Meeting Agenda ➤ Thursday, November 19, 4:30 pm	Filiz Efe McKinney
5:00 pm	➤ Adjourn	Filiz Efe McKinney

Next Committee Meeting TBD

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (August 19, 2020)

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
OCTOBER 21, 2020
3:30 – 5:00 PM**

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PRESENT: Filiz Efe McKinney (Chair), Vivian Phillips, Virginia Anderson, Caryn Mathes (GM/Pres), Robert Palmatier, Wassef Haroun and Caitlyn Duffy

ABSENT: David Roberts and Ian Warner

ALSO ATTENDING (STAFF): Matt Albertson, Hollie Seiler, Courtney Miller, Rashad Brown, Ryleigh Brimhall and Fieta Robinson (Board Liaison)

I. Call to Order

Ms. McKinney called the meeting to order at 3:31 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 August 19, 2020, Development Committee Meeting. A motion was duly made by Ms. Anderson and seconded by Mr. Haroun. With no objections, the minutes were approved as presented.

III. Business Support

Broadcast Revenue

Ms. Miller presented the background, audience, and procedures of KUOW Business Support. The Committee discussed ways to support Business Support.

Non-Broadcast Revenue

Ms. Miller, also, presented how business support can play into digital media as well as broadcasting through the streaming, kuow.org, email, events, etc.

IV. Fall Membership Drive Debrief

Mr. Brown presented the results of the 2020 Fall Membership Drive. The results were \$1.01 M raised compared to the goal to raise \$1 M in three days. Mr. Brown noted that there was increase in donations made via web vs phone, and, increased in percentage of Evergreen Donors.

V. Additional Ways of Support

11/12 Inside 2020

Ms. McKinney briefly announced a reminder of an opportunity for committee members to support staff by promoting and attending the “Inside 2020” event on November 12th.

Review Top Connections

Mr. Albertson provided an update on the top 50 list for Board Members to review to support Major Gifts.



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
OCTOBER 21, 2020
3:30 – 5:00 PM**

APPROVED MINUTES

VI. Committee Business

FY21 Q1 Business Support Highlights

Ms. Miller presented Business Support Report. Business Support FY21 Q1 Actuals, at \$891,596, surpassed the FY21 Q1 Goal of \$880,000.

FY21 Q1 Membership Highlights

Mr. Brown presented Membership Report. Membership FY21 Q1 Actuals, at \$2,784,119, surpassed the FY21 Q1 Goal of \$2,385,000.

FY21 Q1 Major Gift Highlights

Mr. Albertson presented Major Gifts Report. Major Gifts FY21 Q1 Actuals, at \$365,837, surpassed the FY21 Q1 Goal of \$170,935.

VII. Topics for Full Board Meeting Agenda

Ms. McKinney confirmed topics for the Annual Board Meeting Agenda would be Major Gift Donor Review and potentially a “Lessons Learned in COVID” Development presentation.

VIII. Adjournment

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 4:57 PM.

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



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, January 20, 2021
3:30 – 5:00 pm**

MEETING REGISTRATION LINK

Register in advance for this meeting. After registering, you will receive a confirmation email containing information about joining the meeting.

<https://washington.zoom.us/meeting/register/tJYrfuypqz8sHdAvF1rxrvm0vWltlP7hvcjK>

NORTH STAR: A fertile and vibrant ecosystem exists for community and democracy to thrive.

INTENDED IMPACT: A platform exists enabling all in the Puget Sound Region to understand and navigate what is happening in the world around them leading to their greater agency and empowerment.

MISSION: Create and serve an informed public.

VISION: Broaden conversations. Deepen understanding.

MEETING OBJECTIVES

- 1) Connect as a Committee, better understand our work plan, and begin developing our own mission.
- 2) Better understand and identify ways in which the Committee can support KUOW development efforts.

QUESTIONS FOR COMMITTEE MEMBERS

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

- 1) How have you supported the development efforts of other organizations you’ve been involved with?
- 2) How can we best support KUOW’s development efforts?
- 3) What do you understand the mission of this Committee to be?

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 Committee Minutes 4. Acknowledgement of / Grounding in North Star 5. Overview of Meeting 	Exhibit 1	Filiz Efe McKinney
3:35-3:50 pm <i>15 min</i>	6. Introductions		All
3:50-4:00 pm <i>10 min</i>	7. Overview of Work Plan and Scheduled Meetings	Exhibit 2	Filiz Efe McKinney
4:00-4:40 pm <i>40 min</i>	<ol style="list-style-type: none"> 8. Development Snapshots (Past-Present-Future) for Business Support, Membership and Major Gifts <ul style="list-style-type: none"> ➤ Quick background of each team and their efforts, their objectives, intended impact. 	Exhibit 3	Bridget Anderson, Courtney Miller, Matt Albertson, Stewart Meyer, & Rashad Brown

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DEVELOPMENT Committee Meeting
Wednesday, January 20, 2021
3:30 – 5:00 pm**

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- Brainstorm of how the Committee can support these efforts
- Brainstorm how KUOW can secure more event sponsorships

4:40-4:45 pm <i>5 min</i>	9. Developing a Committee Mission Statement	Exhibit 4	Filiz Efe McKinney
4:45-4:50 pm <i>5 min</i>	10. Committee Business <ul style="list-style-type: none"> ➤ UW Foundation Updates (if any) ➤ FY21 Q2 Business Support Highlights ➤ FY21 Q2 Membership Highlights ➤ FY21 Q2 Major Gifts Highlights 	Exhibit 5	Filiz Efe McKinney Vivian Phillips Courtney Miller Rashad Brown Matt Albertson
4:50-4:55 pm <i>5 min</i>	➤ Other Business		Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	11. Topics for Full Board Meeting Agenda <ul style="list-style-type: none"> ➤ Thursday, February 25, 4:30 pm 		Filiz Efe McKinney
5:00 pm	➤ Adjourn		Filiz Efe McKinney

Next Committee Meeting March 17, 2021

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (October 21, 2020)
- Exhibit 2 -- Development Committee Work Plan
- Exhibit 3 -- Business Support, Membership and Major Gift slides
- Exhibit 4 – Development Committee Mission Statement from the orientation package
- Exhibit 5 – Committee Business slides

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING**

JANUARY 20, 2021

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 January 20th, 2021 at 3:30 pm via Zoom Conference.

PRESENT: Filiz Efe McKinney (Chair), Virginia Anderson (Vice Chair), Vivian Phillips, Connie Kravas, Caryn Mathes (GM/Pres), Heidi de Laubenfels and Caitlin Duffy

ABSENT: None

ALSO ATTENDING (STAFF): Matt Albertson, Bridget Anderson, Hollie Seiler, Stewart Meyer, Rashad Brown, Ryleigh Brimhall and Fieta Robinson (Board Liaison)

I. Call to Order

Ms. McKinney called the meeting to order at 3:34 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 October 21, 2020, Development Committee Meeting. A motion was duly made by Ms. Phillip and seconded by Mr. Kravas. With no objections, the minutes were approved as presented.

III. Committee Introductions & Overview of Work Plan

Ms. Mathes gave overview of the current North Star Strategic Framework. Ms. McKinney lead the committee in introduction, and, reviewing the Committee 2021 Work Plan and Committee Charter.

IV. Development Snapshots

Business Support Snapshots

Mr. Meyer presented the Development Snapshots. Overall Development has been great with Membership at 114% to goal and Major Gifts was 159% to goal. Mr. Meyer went into discussion about with the acceleration listening trends toward digital streaming; Membership shifting away from focusing On Air Fund Drives to a Cross Platform Quarterly Campaigns. There was also a focus with Major Gift for seeking ever more transformative philanthropic gifts. Mr. Meyer presented some of the ways the Committee can support the KUOW Staff with these goals.

Discussion of Committee Support and Event Sponsorship

Ms. Anderson presented her work with Event Sponsorship and how event had transformed into Virtual Events. Ms. McKinney lead a discussion around how the Committee could support in this philanthropic sponsorship.



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
JANUARY 20, 2021
3:30 – 5:00 PM**

APPROVED MINUTES

V. Committee Business

UW Foundation Updates

Ms. Phillips provided insight for what is anticipated in the first UW Foundation meeting in February.

FY21 Q2 Membership Highlights

Mr. Brown presented Membership Report. Membership FY21 Q2 Actuals, at \$6,344,300, surpassed the FY21 Q2 Goal of \$5,838,000.

FY21 Q2 Major Gift Highlights

Mr. Albertson presented Major Gifts Report. Major Gifts FY21 Q2 Actuals, at \$1,149,788, surpassed the FY21 Q2 Goal of \$723,702.

VI. Topics for Full Board Meeting Agenda

Ms. McKinney confirmed topics for the next Full Board Meeting would be discussion of Transformational Giving, UW Foundation Updates, Event Sponsorship, and Business Support Updates.

VII. Adjournment

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 5:01 PM.

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



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, March 17, 2021
3:30 – 5:00 pm**

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJkdeigqzpkGtRB7sdAvpZRRzF87h-VZcB>

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MEETING OBJECTIVES

- 1) Learn about the upcoming spring campaigns and discuss the role of the Development Committee / Board’s involvement
- 2) Provide feedback on KUOW’s emerging top initiatives / cases for support and determine next steps for the Development Committee members

QUESTIONS FOR COMMITTEE MEMBERS

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

- 1) How do we best maximize meaningful Board engagement with KUOW’s membership campaigns?
- 2) Reading the cases for support: What works for you? What doesn’t? What surprised you? What’s missing? Would you be comfortable sharing and discussing these with friends/acquaintances?

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 Committee Minutes 4. Overview of Meeting 	Exhibit 1	Filiz Efe McKinney
3:35-4:05 pm <i>30min</i>	<ol style="list-style-type: none"> 5. Spring Campaign / Give Big and Amplifier Toolkit <ol style="list-style-type: none"> a. Input on messaging for spring. What’s your thinking on KUOW’s role in the community at this moment in time? b. Suggestions for the amplifier toolkit c. How do we maximize participation? d. How many times per year should we be asking board members to do this? e. How should we measure Board participation and report back? 	Exhibit 2	Rashad / Matt

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3:30 – 5:00 pm**

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<https://washington.zoom.us/meeting/register/tJkdeigqzpkGtRB7sdAvpZRrZFd87h-VZcB>

4:05-4:35 pm <i>30min</i>	6. Top KUOW Initiatives / Cases for Support a. Feedback / suggestions b. Development Committee Action Plan c. April meeting w/ Emeritus Board to hear their feedback	Exhibit 3	Matt
4:35-4:50 pm <i>15 min</i>	7. Committee Business ➤ UW Foundation Updates (if any) ➤ FY21 Q3 Business Support Highlights ➤ FY21 Q3 Membership Highlights ➤ FY21 Q3 Major Gifts Highlights	Exhibit 4	Filiz Efe McKinney Vivian Phillips Courtney Miller Rashad Brown Matt Albertson
4:50-4:55 pm <i>5 min</i>	8. Other Business		Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	9. Topics for Full Board Meeting Agenda ➤ Thursday, April 29, 4:30 pm		Filiz Efe McKinney
5:00 pm	10. Adjourn		Filiz Efe McKinney

Next Committee Meeting May 19,2021

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (January)
- Exhibit 2 – Spring Amplifier Toolkit and Campaigns Slide (draft)
- Exhibit 3 – KUOW Top Initiative (drafts 4 of 6)
- Exhibit 4 – Committee Business slides

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PRESENT: Filiz Efe McKinney (Chair), Virginia Anderson (Vice Chair), Connie Kravas, Caryn Mathes (GM/Pres) and Heidi de Laubenfels

ABSENT: Vivian Phillips, Sharon Kioko and Caitlin Duffy

ALSO ATTENDING (STAFF): Matt Albertson, Stewart Meyer, Rashad Brown and Fieta Robinson (Board Liaison)

I. Call to Order

Ms. McKinney called the meeting to order at 3:33 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

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III. Spring Campaign / Give Big and Amplifier Toolkit

Mr. Brown presented Membership’s Spring Campaign. The campaign incorporated with the Quarterly Impact Report. There was focus of cohesive vision messaging throughout the year between the Quarterly Campaigns and between different phases of each campaign.

IV. Top KUOW Initiatives / Cases for Support

Mr. Albertson presented on top KUOW initiatives. These Initiatives allowed Major Gift Officers to further alignment and have a shared narrative of aspirational goals to transformative gifts.

V. Committee Business

UW Foundation Updates

There were no current updates from the UW Foundation currently.

FY21 Q3 Business Support Highlights

Mr. Meyer presented Business Support Report. Business Support FY21 Q3 Actuals, at \$2,476,766, short of the FY21 Q3 Goal of \$2,520,000.

FY21 Q3 Membership Highlights

Mr. Brown presented Membership Report. Membership FY21 Q3 Actuals, at \$7,215,133, surpassed the FY21 Q3 Goal of \$6,666,000.



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APPROVED MINUTES

FY21 Q3 Major Gift Highlights

Mr. Albertson presented Major Gifts Report. Major Gifts FY21 Q3 Actuals, at \$1,221,983, surpassed the FY21 Q3 Goal of \$816,428.

VI. Topics for Full Board Meeting Agenda

Ms. McKinney confirmed topics for the next Full Board Meeting would be an UW Foundation Transition Update, discussion of the amount of development opportunity announcements and current KUOW initiatives.

VII. Adjournment

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 5:00 PM.

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



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MEETING OBJECTIVES

- 1) Sharing the Strategic Vision from New Director of Philanthropy FY22 Workplan with Committee
- 2) Redefining & Redesigning the Development Committee Work and Structure
- 3) Update on Case Statements Breakout Sessions

QUESTIONS FOR COMMITTEE MEMBERS

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

- 1) What are your thoughts on the goals that Development Staff has set and what do you think are the gaps?
- 2) What are the Risks and Opportunities you see for FY22?
- 3) How might we shift the Committee mindset to be forward planning?

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 Committee Minutes 4. Overview of Meeting 	Filiz Efe McKinney Exhibit 1
3:35-4:15 pm <i>30min</i>	<ol style="list-style-type: none"> 5. Station Business Report <ul style="list-style-type: none"> ➤ Director of Philanthropy Introduction ➤ FY22 Development Strategy & Resources Presentation <ul style="list-style-type: none"> a. Goal and Resources b. Feedback Loop c. Reporting and Reconciliation on Case Statements d. Risks and Opportunities 	Stewart Meyer Steve Alexander Exhibit 2 Exhibit 3
<i>10 min</i>	<ol style="list-style-type: none"> 6. Audience Development Updates <ul style="list-style-type: none"> ➤ FY21 YTD Business Support ➤ FY21 YTD Membership ➤ FY21 YTD Major Gifts 	Exhibit 4 Courtney Miller Rashad Brown Steve Alexander

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Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJUldOGrqD4tHtQrPe3yCzDVsxPFfhdocRe>

4:15-4:50 pm <i>35 min</i>	7. Committee Business <ul style="list-style-type: none">➤ UW Foundation Updates (if any)➤ Discussion and Update on FY22 Workplan➤ FY22 Development Recruitment and Structure	Filiz Efe McKinney Vivian Phillips Virginia Anderson Filiz Efe McKinney
4:50-4:55 pm <i>5 min</i>	8. Other Business	Filiz Efe McKinney
4:55-5:00 pm <i>5 min</i>	9. Topics for Full Board Meeting Agenda <ul style="list-style-type: none">➤ Thursday, June 24, 4:30 pm	Filiz Efe McKinney
5:00 pm	10. Adjourn	Filiz Efe McKinney

Next Committee Meeting: Wednesday, August 18, 2021

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes from 3/17/21
- Exhibit 2 – FY22 Development Strategy & Resources Presentation
- Exhibit 3 – Feedback Loop
- Exhibit 4 – Audience Development Updates

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.



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING**

MAY 19, 2021

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 19th, 2021 at 3:30 pm via Zoom Conference.

PRESENT: Filiz Efe McKinney (Chair), Connie Kravas, Vivian Phillips and Sharon Kioko

ABSENT: Virginia Anderson (Vice Chair), Caryn Mathes (GM/Pres) and Caitlin Duffy

ALSO ATTENDING (STAFF): Steve Alexander, Matt Albertson, Rashad Brown, Courtney Miller, Fieta Robinson (Board Liaison) and Evan McCoy

I. Call to Order

Ms. McKinney called the meeting to order at 3:37 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 17, 2021, Development Committee Meeting. The motion was tabled until more members were in attendance. At 4:51 PM, a motion was duly made by Ms. Kravas and seconded by Ms. McKinney. With no objections, the minutes were approved as presented.

III. Station Business Report

Ms. McKinney introduced the new Director of Philanthropy, Steve Alexander. Mr. Alexander spoke about his role, his vision for KUOW, and his background. His goal for FY22 is to raise \$2.9 million (up from \$2.2 million). Ms. Kioko asked about the current job vacancies on the Major Giving team. In response, Mr. Alexander spoke to his strategy on rebuilding his team. He wants to be fully staffed by December 2021 and is tweaking the job descriptions to encourage diversity hires. The group then spoke upon the concept of engaging Board members in fundraising more, wherein Mr. Alexander spoke to his strategies in doing so.

Mr. Alexander gave an overview of the “case statements” provided in the meeting packet, and the Board feedback received. He hopes to make this process more regular and less of a “special event”.

IV. Committee Business

FTD FY21 Business Support Highlights

Ms. Miller presented a Business Support Report. The dept. is about 93% of the way to their FY21 goal of \$4,555,000. Business Support FYTD Actuals, at \$3,459,180, short of the FYTD Goal of \$3,700,000.

Ms. Phillips spoke to creating an “Arts and Culture” initiative for fundraising, and to demystifying fundraising for the Board members.



**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING**

**MAY 19, 2021
3:30 – 5:00 PM**

APPROVED MINUTES

FTD FY21 Membership Highlights

Mr. Brown presented a Membership Report. Membership FYTD Actuals, at \$10,187,000, surpassed the FYTD Goal of \$9.655,000. The NPR 50th Anniversary campaign is coming up in June.

FTD FY21 Major Gift Highlights

Mr. Alexander presented a Major Gifts Report. Major Gifts FYTD Actuals, at \$1,888,703, surpassed the FYTD Goal of \$1,291, 095.

UW Foundation Updates

Ms. Phillips presented a UW Foundation update. There is a focus on vaccination efforts for students, faculty and staff. There were no cuts to budget for providing mental health care to students. The UW Advancement team has been rated #1 in the nation in fundraising. Institutionalizing DEI across the UW is being embraced by the Communications committee. She also spoke to her upcoming transition off the KUOW Board.

V. Topics for Full Board Meeting Agenda

Ms. Kioko suggested that Mr. Alexander provide a short presentation to the Board about the new direction of creating a philanthropic culture across all of KUOW.

VI. Adjournment

With no more business to address, Ms. McKinney adjourned the Development Committee meeting at 5:06 PM.

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