



## **KUOW, R&R Committee March 20 (DEEP DIVE)**

KUOW

Thursday, March 20, 2025 at 3:30 PM PDT to 5:00 PM PDT

### **Agenda**

#### **Committee Purpose**

1. ensuring that all Board members have the capacity to be effective ambassadors when representing the organization and are able to work in support of KUOW staff-directed priorities, strategies and outcomes;
2. cultivating and activating relationships in the community in support of KUOW strategic initiatives and community events;
3. helping to identify member acquisition, engagement and fundraising strategies, inform best practices and methods, and evaluate performance against the critical corresponding KPIs;
4. perform such other functions as required by law or otherwise as are necessary or appropriate to further the Committee's purposes or as may from time to time be delegated to the Committee by the Board

#### **DEI Lens Qs (Pre-Meeting Reading)**

##### *DEI Lens Questions*

*Encourage all Board members to consider these guiding questions as they engage in their work:*

- o What would be my default decision or solution in this situation?*
- o Who benefits from this default approach?*
- o Whose perspectives are missing?*
- o What steps will I take to make a more equitable decision or design a more equitable solution?*

#### **Meeting Objectives**

- Deep Dive Presentation
- FY25 UUR Update and Insight for FY26 KPIs
- Finalize 2025 Workplan

#### **I. Welcome & Call to Order**

**3:30 PM**

##### **A. Invitation to Disclose Possible Conflicts of Interest**

##### **B. Approval of Reach & Resource Committee Meeting Minutes**

##### **C. Overview of Meeting**

## **II. Station Business Report**

### **A. Deep Dive Presentation w/Qs**

**3:35 PM**

Presenters: Annette Promes, Kerry Swanson, April Johnson

- Comprehensive Campaign (20 mins)
- Overview of Donor Giving so far and what is the plan for FY26

### **B. UUR YTD Update 10 mins (w/Qs)**

Presenter: Kerry Swanson

Including Year-over-Year Comparisons

- How did we do year over year with KPIs?
  - How does this affect next year's (FY 26) goals?
- What are potential FY26 KPIs?

### **C. Updates from Reach & Resource Departments (Exhibit)**

## **III. Committee Business**

**4:20 PM**

### **A. Finalize 2025 Draft Workplan**

## **IV. Other Business**

**4:40 PM**

### **A. Topics for Exec & Board Meeting Agenda**

## **V. Public Comment/Executive Session**

**4:45 PM**

## **VI. Adjournment**

### **Upcoming Board Events & Activities**

#### **Q4 Engagement Plan and Opportunities**

Donor-a-Day? (Version of Thank-a-thon)



## **APPROVED KUOW, Reach & Resource Committee**

### **March 20th Meeting Minutes**

KUOW – Virtual & In-Person | March 20th, 2025 at 3:30 PM PDT

In-Person Location | Rita Koontz Community Center

Virtual Location | Zoom

#### **Attendance**

**Members Present:** Wallace Bryant, Caryn Mathes, Andy McGovern, Sharon Nyree Williams, Claire O'Donnell, Colin Peterson, Kevin Schofield, Jim Simon,

**Members Absent:** Karen Kalish, David Landau

**Staff Present:** Ryleigh Brimhall, Marshall Eisen, April Johnson, Annette Promes, Fieta Robinson, Kerry Swanson

**Members of the Public:** n/a

#### **I) Welcome & Call to Order**

- a) Ms. O'Donnell called the meeting to order at 3:31 PM.
- b) Invitation to Disclose Possible Conflicts of Interest
  - i) Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest; none were expressed.
- c) Approval of Reach & Resource Committee Meeting Minutes
  - i) Ms. O'Donnell called for a motion to approve the January 23<sup>rd</sup> Minutes.
  - ii) Motion: The motion was moved by Mr. Schofield and seconded by Mr. Simon. With no objections, the meeting minutes were approved.

#### **II) Station Business Report**

- a) Deep Dive Presentation
  - i) Ms. O'Donnell invited Ms. Promes to present on Donor Engagement Updates and an overview of "What is a Capital "C" Campaign?".
    - i) Donor Engagement Updates

Ms. Promes provided YTD FY25 Goals and fundraising highlights. Donor Engagement Department focused on channels (Spots, Email, KUOW.org, Direct Mail, etc) and campaigns (On-Air Fundraising, Holiday, and Always On). As of this meeting, the Donor Engagement overall was at \$10,966,613 (-1.4%) YTD. Philanthropy was \$2,806,577 (+57%)YTD, Member was at \$8,806,577 (-11%) YTD, and Unbudgeted was at \$419,000 (only 20% left to raise for the year). FY26 goals was predicted to be increasing philanthropy revenue, decreasing on member reliance, and continue to grow unbudgeted grant portfolio.

ii) "What is a Capital "C" Campaign?"

Ms. Promes pivoted to her next presentation that provided a generalized overview of what a Capital Campaign entails. KUOW was looking into doing either a Comprehensive (multi-year where all sources are counted towards the campaign) versus a Capacity (endowment-focused). Overall a Capital Campaign was a time-limited, targeted multi-year planning with clearly articulated priorities and lofty goals with the hope to raise the profile of the organization. KUOW was in the pre-campaign phase focusing on assessing internal readiness and eventually would require the governing board's involvement and approval along with planning committee or taskforce.

b) UUR YTD Update

i) Mr. Swanson presented on the YTD UUR KPIs. Users metrics were forty thousand Monthly App Users, and Maintain the Monthly Rolling 6.5% Broadcast Share. YTD, KUOW was at 25,016 MAU and 8% Broadcast Share. Usage Metrics were to increase streaming sessions to 1,432,000 per month and return visitors to KUOW.org at 81K per month. YTD, KUOW was at 1,238,448 stream sessions and 101,183 return visitors. Revenue metrics were to increase aggregate donors to 52K and raise 23.9 MM. YTD, KUOW was at 36,186 aggregate donors and 15,174,150 MM (on track for February 2025).

c) Updated from Reach & Resource Departments

i) Ms. O'Donnell had the Committee read the department summaries from Marketing, Community Engagement, Business Support, and Donor Engagement and then welcomed a discussion based on the questions the Committee had.

### **III) Committee Business**

a) 2025 Workplan

Ms. O'Donnell asked the Committee to review the 2025 draft workplan and there was a request to have staff identify fundraising milestones and opportunities for engagement.

### **IV) Other Business**

a) Topics for Executive & Board Meeting Agenda

i) Ms. O'Donnell decided to bring the UUR YTD Update to the Executive Committee.

**V) Public Comment**

- a) There were no members of the public in person or virtually, and no public comment was made.

**VI) Meeting Adjourn**

- a) Ms. O'Donnell called the meeting to adjourn at 4:47 pm.