



**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.



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- 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 ➤ 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>	➤ 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 ➤ Thursday, June 25, 4:30 pm	Filiz Efe McKinney
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5:00 pm	➤ 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

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**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.



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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

