



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, August 19, 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/tJUofu6hrDlpGNxhuErVIXMuyuBUbx9oc1O7>

MEETING OBJECTIVES

- 1) Check-in with Committee members and get feedback on their experience with the fundraising activities they engaged with in April/May/June. Integrate member feedback into plans for the work of the Committee over the next six months.
- 2) Update the Committee on the work of the KUOW Emeritus Board; identify if there are opportunities for further collaboration with this group.
- 3) Report back to Committee members on fundraising results for FY20 and provide a snapshot of the fundraising goals for FY21.

QUESTIONS FOR COMMITTEE MEMBERS

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

- 1) Reflect on your engagement with the Committee and fundraising activities over the last four months. What do you need from the Committee in order to remain engaged in the months to come?
- 2) How have you seen other organizations engage with fundraising or other ad hoc committees? How might KUOW benefit or engage with the Emeritus Board more deeply?
- 3) What questions do you have about how KUOW’s fundraising goals and strategies for FY21, given that the COVID crisis is likely to continue for many months ahead?

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 May 20, 2020, Committee Minutes 4. Overview of Meeting 	<p>Filiz Efe McKinney</p> <p>Exhibit 1</p>
3:35-3:55 pm <i>20 min</i>	<ol style="list-style-type: none"> 5. Discussion of Committee/Board Fundraising Activities in April – June, 2020. <ul style="list-style-type: none"> ➤ Feedback on fundraising activities that supported the Top 400 Campaign & Pledge Drives (reaching out to personal networks, social media, etc.) ➤ Feedback re: Thank-a-thon participation ➤ Feedback on KUOW events (Did you attend? What did you think of the topics/discussion? Did you have anyone from your personal network attend?) 	<p>Filiz Efe McKinney & Matt Albertson</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.



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3:55-4:15 pm <i>20 min</i>	<p>6. Discussion of Committee Member Engagement in FY21</p> <ul style="list-style-type: none"> ➤ Review of opportunities: <ul style="list-style-type: none"> • 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 • Other ideas? ➤ Virtual Major Donor Events – 3 upcoming Salons w/NPR guests ➤ Leaning into FY21 Fundraising Efforts 	Filiz Efe McKinney
4:15-4:25 pm <i>10 min</i>	<p>7. Emeritus Board Update</p> <ul style="list-style-type: none"> ➤ Change in Chair position ➤ FY21 Focus/Activities 	Matt Albertson
4:25-4:50 pm <i>25 min</i>	<p>8. Committee Business</p> <ul style="list-style-type: none"> ➤ UW Foundation Updates (if any) ➤ Development Leadership Transition Update ➤ Business Support Report: FY20 Revenue Actuals & FY21 Goals ➤ Membership Report: FY20 Revenue Actuals & FY21 Goals ➤ Membership Report: FY20 Revenue Actuals & FY21 Goals 	<p>Filiz Efe McKinney Vivian Phillips Caryn Mathes Courtney Miller</p> <p>Rashad Brown</p> <p>Matt Albertson</p>

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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, September 24, 4:30 pm	Filiz Efe McKinney
5:00 pm	➤ Adjourn	Filiz Efe McKinney

Next Committee Meeting October 21, 2020, at 3:30 pm

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (May 20, 2020)

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**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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APPROVED MINUTES

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