



Agenda:
KSPS Development Committee
June 22, 2017, KSPS

| | |
|--|------------|
| Endowment Update | Sandy |
| Pledge drive results; what's next for pledge drives | Dawn |
| New ideas from Dev Staff Brainstorm <ul style="list-style-type: none">• Engagement events• Drop a drive | Dawn/Sandy |
| Corporate Support <ul style="list-style-type: none">• Personnel changes• Plans that advance station strategies• Corporate membership idea | Dawn |
| Foundation Search and BIG <ul style="list-style-type: none">• Grants for Homeless doc and follow-up program• Grants for Education Director• Murdock Foundation | Sandy |
| FY End campaign | Dawn |

Next Meeting: Thursday, August 3, 4pm



Minutes
KSPS Development Committee
June 22, 2017

Minutes:
KSPS Development Committee
June 22, 2017

Members present: Pati Dahmen, Kathleen Mackenzie, Dawn Bayman, Sandra Kernerman, Skyler Reep

Members absent: Shannon Scheiwiller, Monica Samper, Klay Dyer, Gary Stokes (at PBS Board meeting)

Meeting called to order at 4:10, quorum not present, no votes taken

An extensive development report was provided by Dawn:
June pledge: number and amounts of pledge gifts were down.

Reaction:

- Cut back to one weekend June drive next year
- Drop a Drive: can only do it once, but hit the message to give to replace it.
- Pledge the usual shows: NOVA, NATURE, etc. Think Wednesday night, things like Origami show, How We Got To Now?? Tailor the messages to a younger audience.
- Good news: 24% sustainers, live nights produced 45% sustainers, and half of those were new.
- Summer of Adventure: cluster of programming from PBS, adventure-y. Offering a Summer of Adventure 'store' online, kids' stuff, video, passes to Spoketopia outdoor festival, etc. Targeting younger viewers.
- Bob Ross Birthday Party: PBS nerd: birthday event at Spokane Pinot's Palette in October (60 seats). Also British Baking and a cooking event would work. Millennial engagement in KSPS

Development department brainstorm session:

Extensive session of planning to innovate for new money.

Short call to action spots after shows

More local faces, KSPS faces, "Viewers Like You" who donate to this station

- Small business access to corporate support
- New STCU spots, dedicated website
- Workforce development / GSI meeting to see how we can help with workforce development / website with resources
- Get someone to go to GSI meetings regularly
- Address lifelong learning and greater community engagement

Corporate Support:

- Discontinue the Calgary development position, Jason will increase his hours.
- Steps have been taken to improve grant research and development (foundationsearch.com subscription). Foundationsearch includes information about corporate giving.

Vietnam War Project:

- We're working for volunteers to staff the Wall That Heals.
- The WETA grant has led to lots of great connections and partnerships that will be a great thing going forward.

Critical Board Needs:

- Volunteer at the Wall
- Attend the opening ceremonies August 24, 9 am.
- Consider businesses who might take part in small corporate support project.

With no further business, the meeting was adjourned at 5:15.

Next meeting:

August 17, 2017, 4:00 pm. Please let Sandy know if this works for you!