

KSPS Development Committee Meeting
May 15, 2014, 4:30, KSPS Board Room

Members Present: Leo Stevens, Bob Morrison, Rosemary Selinger,

Members Absent: Pati Dahmen, Mary Joan Hahn, Kathleen Mackenzie

Staff Present: Dawn Bayman, Sandra Kernerman, Jason Miller

Meeting called to order at 4:35, minutes accepted as submitted.

Leo, Gary Livingston, Mary Joan Hahn and Pati Dahmen attended the volunteer thank you luncheon. It was a very nice, well attended event, thanks to Shawn Claypool.

The Patty Starkey Programming letter generated \$24,000 from 431 donors, which will be used for acquisition programming.

Corporate is doing well. It is on budget, which will mean it will bring in an extra 100K over last year.

Major donors are at budget but we need to aggressively pursue new Leadership Circle membership. Sandy will work with Bob Lawrence and we will also hit that message during pledge. Grant writing is underway. Events are being planned that will include the broadcast of The Raising of America (www.raisingofamerica.org/preview), public forums and special events supporting that programming, website redesign to add in community public services references, family events and increasing collaboration with organizations in the region.

We are actively looking for ways to increase partnership with Canadian charities to find ways for them to fund our activities in Canada.

The June 5th party for the Avista 125th anniversary will be in the Claude Kistler studio. This will be a good chance for us to meet Avista executives and for them to see our facility.

We are bringing in Design Spike to work on the website, update program schedule, donation form, etc. Josh King is consulting once a week to bring our Twitter and other social media outreach up to speed.

Membership difficulties (behind by 9.6%) is largely due to no big event programming during pledge and the decreased Canadian exchange rate. Happily we will have a Celtic Thunder pledge event on May 31. The sustainer program is doing better than expected and will, in the long run, stabilize monthly income at a higher level. In the short term, it is causing cash flow problems (\$86,000 in March decrease): a \$120 monthly sustainer pledge in March only yields \$10 instead of \$120. The benefit comes later when the pledge rolls over without the need to mail the donor. Gifts are generally larger too. We must stay the course and eventually we'll stabilize.

Board calling night will be June 10, 5:30-7:30. Snacks and refreshments will be served. These are purely thank you call and we will generate a list that will pull out what the donor is interested in, so the conversation is more informed.