Agenda: KSPS Development Committee
June 22, 2017, KSPS

Endowment Update

Pledge drive results; what’s next for pledge drives

New ideas from Dev Staff Brainstorm
- Engagement events
- Drop a drive

Corporate Support
- Personnel changes
- Plans that advance station strategies
- Corporate membership idea

Foundation Search and BIG
- Grants for Homeless doc and follow-up program
- Grants for Education Director
- Murdock Foundation

FY End campaign

Next Meeting: Thursday, August 3, 4pm
Minutes
KSPS Development Committee
June 22, 2017

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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 Spokatopia 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](http://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!