

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Development and Engagement Committees Joint Meeting

Thursday, October 3, 2024 – 8 PM – WTVP Executive Conference Room

AGENDA

1. Call to Order
2. FY25 Membership Update
 - a. Financial numbers
 - b. Klystron Members
 - i. Society Gathering
 - ii. Direct Outreach
 1. E-mail
 2. Meetings
 3. Phone Calls
 - c. Direct Mailings
3. Donor Confidentiality
 - a. Sign Policy Acknowledgement
4. Events/Development Strategy
 - a. Pure Development
 - i. Direct mailings
 1. Membership Renewal
 2. Add Gifts
 - b. Pure Engagement
 - i. Educational Outreach
1. Field Trips
2. Career Days
3. Fine Arts Competitions and Performances
 - ii. Family Outreach
 1. Family-Focused Events
 - a. Ignite Peoria (Aug)
 - b. Bloomington Day of Play (Sept)
 - c. WTVP Spooktacular (Oct)
 - d. December All Access Day at PRM (Dec)
 - iii. Nonprofits
 1. Roundtable Breakfasts
 2. 40 under Forty Recruitment & tie-in
 - c. Blended Engagement and Development
 - i. 40 under Forty
 - ii. Carl the Collector Screening
 - iii. Klystron Society Events
5. Adjourn

MEETING MINUTES

October 3, 2024

The joint meeting of the Development Committee and the Events / Community Engagement Committees was held on Thursday, October 3, 2024 in the Executive Conference Room at WTVP.

The meeting was called to order by Chairman John Wieland at 8:03am.

Attendees:

In-person: Andy Chiou, Dawn Dinh, Kevin Hicks, Win Stoller, and John Wieland.

Via Webex: Martin Johnson and Chet Tomczyk.

Absent: Bob Sennett, Jessica Tilton, and Daysha Warr.

Staff present: Michael Eckhardt and Mark Lasswell.

Chet Tomczyk left the meeting at 9:03 a.m.

Meeting Summary:

The meeting discussed strategies to increase membership renewals, engage the local community, and enhance partnerships for educational outreach and development.

- Membership renewals compared against last year are stable for the same time period (month of September and Fiscal year through 9/30). Same for total giving.
- Klystron Society gathering planned for November 19th, potential donors invited by Board members.
- Direct outreach efforts include monthly emails, lunch meetings, and phone calls to donors.
- Direct mailings for membership renewals and additional gift requests have been effective in bringing in good returns for the organization.
- The organization sends multiple mailings to renewals and uses harsher language in letters sent by greater public (as a last resort for renewals).
- The organization is considering personalizing letters to increase effectiveness and emphasize the need for local programming.
- Pledge amounts have been declining, and the organization is exploring strategies to buck this national trend.
- WTVP wants to focus on engagement efforts that showcases our identity and engages the local community.
- They are planning to engage more local individuals on screen to increase viewership, such as Father Dom and local choirs for December pledge breaks.
- They are exploring partnerships with schools and transportation companies to facilitate educational outreach and community events.
- Educational outreach and engagement through field trips, competitions, and art exhibits.
- Family-focused events and partnerships with local companies to enhance engagement.
- Potential partnerships with the museum for themed access events.
- Blended engagement and development through the 40 under 40 program and alumni networking events.
- The branding for 40 under 40 is now associated with WTTP.
- John Wieland is suggested as the keynote speaker for the 40 under 40 event.

Action Items:

- Gather information from Kristina about the timing of Cat matching gifts
- Jenn needs to write her own direct mail letter and see what happens to compare
- Determine the financial goal for the end-of-year giving campaign
- Jenn to consider Ray LaHood's offer for endorsement letter to be sent out
- Consider gathering testimonials from political figures for station promotion
- Discuss and plan a mayoral debate
- Explore the possibility of getting a dozen signers for a powerful letter with support from various leaders
- Consider creating a 30-second promo to ask for support and emphasize the need for local programming
- Jen and WTVP need to discuss the next phase of the direct mailing campaign
- Board members need to sign the donor confidentiality agreement
- Continue outreach efforts to board members for peer engagement and development
- Meet with education contacts to discuss how to increase engagement with local schools
- Attend PPS Fine Arts Committee at the end of the month
- Explore a partnership with Citylink for transportation of students to TVP or concert venues
- Consider partnering with the Every Student initiative for joint events or activities
- Investigate using City Hall for recording choral music performances
- Explore utilizing the police department's shrink-wrapped bus for transportation and promotion opportunities
- Coordinate a golf outing for recipients of the 40 under 40 award
- Seek underwriting from businesses to sponsor events like the nominees gathering and alumni event for cost assistance.
- Change the sign at the front door that says "Peoria Magazine"
- Discuss and plan a nominees gathering for the 40 under 40 event
- Consider having John as the keynote speaker for the 40 under 40 event
- Arrange a screening of the PBS show featuring an autistic main character for families with children on the spectrum and organizations working with neurodivergent needs

- Explore potential corporate sponsors, such as PNC, to underwrite the screening event

The meeting was adjourned at 9:09 a.m.

Minutes submitted by:

Michael Eckhardt
Chief Development & Engagement Officer