

WXPR Fundraising Committee Minutes

Tuesday, November 15, 2016 1:30 PM

Present: Patty Fitzpatrick, Pete Rondello, Jessie Dick, Dave Havel, Elaine Strite, Richard G'sell, Jim Brust, Jessie Dick, Joan Hauer and Sally Mode

Recorder: Patty Fitzpatrick

Agenda Item	Discussion	Action
Call to Order	Meeting called to order at 1:30 p.m. by Jim Brust, chair.	No Action.
Minutes from last meeting	Presented minutes from September 20, 2016.	Motion by Joan Hauer to approve as presented. Second by Elaine Strite. Motion Carried.
Standing Agenda Items	<p>Revenue Update for October 2016 – YTD FY17 income \$42,943 with membership at 1726. Discussed trends in underwriting and membership numbers.</p> <p>Fundraising Events for next 3 months –</p> <p>Fundraising mailing will go out early December 2016</p> <p>12/8/16 – Holiday open house 10-2 at station</p> <p>1/14/16 – Joshua Davis concert</p> <p>2/14/16 – Pert Near Sandstone concert</p> <p>Discussed opportunities to make some money and/or increase membership at the concerts.</p>	
Unfinished Business	<p>Planned giving – Dave continues to work with John Cirilli regarding video filming. Scheduled for filming last week of November. Jim suggests a separate, targeted mailing. Discussed variety of options of how to contact potential donors.</p> <p>Member newsletter – Newsletter printed and will go out with year-end mailing along with brief financial report.</p> <p>Fall auction update – Grossed \$23,000 (best ever).</p>	Pete will follow-up with a contact who may be willing to be on air about why he included WXPR in his will. Dave will identify possible attorneys in listening area for referrals.
New Business	<p>Give Big to My Station – NFCB initiative. Part of year-end fundraising, mentioned in year-end mailing; will send emails, will get a pledge page; presence on web page and Facebook page; donor can share peer-to-peer through social media.</p> <p>Fundraising Brainstorming – Pete suggests an annual campaign vs. pledge drives (volunteers call 8-10 people, follow up with letters, call back & say thanks); would need some pledge drives to get new members; ask for sustaining members; board host a major donor dinner; summertime event around tourist season</p>	
Other Business		
Adjournment	Meeting adjourned at 3 pm.	Next meeting December 20, 2016; 1:30 p.m. White Pine Room