

## WXPR Fundraising Committee Minutes

Tuesday, November 17, 2015 1:30 PM

**Present:** Diane Reupert, Pete Rondello, Richard G'Sell, Dave Havel, Jessie Dick, Jeff Burke and Patty Fitzpatrick

**Excused:** Sally Mode

**Recorder:** Patty Fitzpatrick

**Station Goals (in a nutshell):** 1) consistent image 2) increase morale 3) community involvement  
4) increase membership 5) increase funding

Agenda Item	Discussion	Action
Call to Order	Meeting called to order at 1:30 p.m. by Patty Fitzpatrick.	
Minutes from last meeting	Presented minutes from October 20 2015.	Approved as presented.
Unfinished Business	<ol style="list-style-type: none"> <li>1. Presence at Community Events – Pete has provided two calendars—one for potential events and a 2<sup>nd</sup> for committed events. Primary need of the station is for volunteers to help with events.</li> <li>2. Fall auction November 1 – Pete reported event cleared \$20,026 a very successful event.</li> </ol>	<ol style="list-style-type: none"> <li>1. Patty will be responsible for helping to recruit volunteers for community events.</li> </ol>
New Business	<ol style="list-style-type: none"> <li>1. Planned Giving – Richard working on letter and will present to Finance Committee and then share with board.</li> <li>2. Moving mid-level donors to major donors. Leadership Circle levels and benefits:            1,000-2,499 Visionary (invite to annual recognition event; behind the scenes tour)            2,500-4,999 Legacy (above plus lunch with GM and staff)            5,000-9,999 Producer (above plus on-air recognition)            10,000 + Director (above plus listing on donor wall)            Ideas – spring concert and dinner at Campanille, possible event at Ironwood theater or Big Top Chautauqua. Suggestion of offering two tickets to every event asking donors to share with their friends. Discussed possible donor wall on web site and annual report crediting major donors.</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> <li>2. Pete will pursue a spring concert and dinner. He will also check on CPB donor recognition rules.</li> </ol>
Other Business/ Announcements	<ol style="list-style-type: none"> <li>1. Grants – Dave advised he should hear from Cleary Foundation by Nov 20.</li> <li>2. Underwriting – Dave working on holiday underwriting and messages for donors to the auction.</li> <li>3. Electronic Billboard – Pete checked on cost of advertising on electronic billboard at Davenport St, Rhinelander. Cost would be \$100/wk with a one year contract.</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3. Group agreed this would not be best use of funds.</li> </ol>
Adjournment and Next Meeting.	Meeting adjourned at 2:45 p.m.	Next meeting is <b>Tuesday, December 15, 2015, 1:30 p.m.</b>