

WPSU Board of Representatives
Development Committee break-out session

November 19, 2019

Nancy, Spencer, Rob, Melinda, Don, Jessica, Isabel, Tom, John, Mindy, Jeff, Roland

Agenda

Themes: Underwriting and Giving Tuesday

- Rob – report on underwriting strategy session at Campaign Chairs meeting (10/25/19)
 - Melinda attended
 - Campaign chairs are volunteers from across Outreach and Online Education units
 - Working on making improvements to the process of Underwriting:
 - Raise activity of staff
 - Improving the culture
 - Purpose was to get feedback on how Underwriters can best do their work—as businesspeople, what would you want to hear in a pitch?
 - Nancy—"what's in it for me?"
 - Explanation of the difference between sponsorships: broadcast vs. production vs. events
 - Spencer—what struck him is making sure underwriters take the time to listen to what the business needs
 - Rob – go in with a hypothesis, but go in to the meeting listening and asking questions that allow you to determine how to best meet their needs
 - Roland – going in to a car dealership, would want the salesperson to ask questions, but to allow him to tell what he needs
 - Roland – would be interesting to have community physicians band together to do underwriting, illustrate the contributions of many
 - Pool sponsorship dollars together could do a further reach
 - Could expand to other business areas
 - Melinda – question for Roland, would a way in be to reach out to organizations that physicians are part of as a way in for underwriting
 - Rob—could this be parallel to what we're doing with Chambers, Visitors Bureaus
 - Don—would just need to be sure it fits within our FCC regulations (for funder recognition)

- Don – report on Corporate Support Performance Initiative (CSPI) at PBS
 - Nancy – do we cold call or use a list of known entities
 - Don – CSPI training , came back wanting to call on less businesses, but build relationships with existing businesses
 - Do your research, form a hypothesis, but ask lots of questions
 - Understand that this is marketing to these businesses
 - Marketing + Philanthropy = Business Support

- Getting away from the term “underwriting” because it is very industry specific
 - Nike example – go after the businesses who need us
 - Melinda – we have to make sure we run underwriters through the Development channels, but the key may be to targeting the smaller businesses who have associations that we could work with
- CSPI provided a place where we can fit in and share ideas

- Jessica – #Giving Tuesday – December 3, 2019
 - Internship support on FM and TV
 - Your role as Champions
 - Board member to report out?
 - Could we financially support the staff/content development as well
 - Make it an unrestricted fund?

- Upcoming projects
 - International Children’s Festival (Spring 2020)

- Campaign Extension

- Next Committee meeting
 - by phone (or in person) around February 18 Board meeting?