WPSU Board of Representatives

Development Committee meeting

Tuesday, August 11, 2020

Attending: Jennifer Neely, Amy Frank, Rhonda Seaton, John Lacny, Don Bedell, Spencer Lewis, Jeff Hughes, Rob Butler, Jessica Peters, Tim Asinger

Agenda

Assignments

* Board member to do Report Out - Rob
* Rhonda volunteered to do Report Out to full board
* Top 10 prospects - Rob
* Development team would like to meet with Development committee members to talk about prospects in their communities
  + Team met with Jen Judd about prospects in the Bedford area
  + Over the next 3-4 weeks, think about Top 10 prospects in your personal/professional networks of prospects to give to WPSU—could be individuals, businesses, foundations, etc.
  + Development team will schedule individual meetings with you in early fall to go over your list

Theme: Brainstorming

* Best fundraising practices during a pandemic
* Question from Rob: Have you had any non-profits who have reached out to you—how are they reaching out? Are their methods effective or ineffective?
  + Jen: Two organizations that she is involved with had to cancel galas, moved to online auctions. One was very successful the other is still going on (an auction that is open for 10 days, has had participation so far).
    - Typical event has a silent auction, live auction, and “fund the need” as part of gala – still doing all 3 of these online (Pennmont Academy)
  + Rhonda: Relationship building with donors – Jana Marie Foundation gave them early in the pandemic a grab bag/ “goodie bag” left at their doorstep. “Was like getting a bag of sunshine. Completely unexpected.”
    - Impressed with how quickly they did it.
    - Amy: Behind the scenes, JMF strategically gave those bags to specific community members and was hopeful that those people would post on social media about the bags and spread awareness about JMF
  + Amy: Involved with Centre County Youth Service Bureau: all 3 big events were canceled, facing a $300K shortfall.
    - Converted the hashtag themes from in-person events #OnThe Field, #OnTheFly and #OnTheGreen to #StillOnTheField #StillOnTheFly #StillOnTheGreen asking people to take pictures of themselves at home doing these activities and to also make a donation.
    - Brought in about $150K and increased social media presence
    - Virtual events can be hard and a lot of work, but this was a relatively easy project and solution
  + Amy: Also involved with Bob Perks Foundation. They are doing a straight GoFundMe campaign. People understand there’s a need that non-profits have, so there can be a direct ask and people will respond
  + Jen: Non-profit cat rescue in her town, has been having a yard sale each weekend
  + Tim: Theatre company in Bradford did an outdoor event in the parking lot of the theatre, had singers and other performers on stage (mask was on microphone as well), sold t-shirts for the theatre, had a 50/50 raffle, asked for donations
    - Was a successful evening
  + Tim: Involved in 2 other organizations that do auctions—one has canceled, the other is doing an event in September with a live and Zoom component.
  + Tim: Builders group that he’s part of canceled a golf outing and other fundraisers. Board members wondered if they should still be asking—Tim’s position on that if you don’t ask, you don’t get
  + John: The crisis has brought new people out who haven’t been part of initiatives in the community before, which has been encouraging to watch.
  + Rhonda: This is also an opportunity to thank our donors, and find new ways to do that. Also to reach out to donors and ask “what can we do for you” so they remember us
  + Amy: Received a thank you call from Bob Perks Foundation, ended up making a gift because the gesture was gracious and genuine.
  + Rhonda: Friend who is a fundraiser for a summer camp, made big batch of muffins that they’re known for and shipped out to campers.

Updates

* TV drive August 28 – September 7
  + Jessica: gave updates on credit card process, phone service, and live nights for the TV drive:
    - Saturday 8/29: ABBA & Fleetwood Mac
    - Wednesday 9/2: NOVA Cat Tales & Dog Tales
    - Thursday 9/3: Our Town: Hollidaysburg
    - Saturday 9/5: Les Mis 25th Anniversary Concert from the O2