WPSU Board of Representatives

Development Committee

Report for November 2020 Board meeting

Rather than a meeting of the full Committee, we organized individual meetings with Committee members. Prior to our meetings, we asked each Committee member to think about a “top ten” list of individuals, businesses, and foundations in their networks that they believe might have the interest and/or the capacity to be donors to WPSU. With these lists, our Development staff can research past giving history (if any) and create strategies for cultivating financial support for WPSU.

We feel this effort has been successful in identifying some good prospects and we feel confident this is a more effective method of identifying new prospects than previous efforts in which we provided Board members with long lists of donors from their counties and asked for feedback on those lists.

To date, we’ve met with the following Board members:

* Jen Judd (7/29)
* Jen Neely (9/18)
* Amy Frank (9/29)
* Melinda Stearns (10/9)
* Tim Asinger (11/6)

With the encouragement of station leadership, we propose to expand this effort to meet with every Board member over time.

Respectfully submitted,

Rob Butler

Jessica Peters

Don Bedell

November 7, 2020