

2015-09-08 KPFT Development Cmte. Minutes

Draft agenda:

- I. Call to order; roll call
- II. Approve Agenda
- III. Approve minutes: 2015-05-06
- IV. Director's Report: Robin Lewis
- V. New business
- VI. Set next meeting
- VII. Adjourn

2015-09-08 KPFT Development Cmte. Minutes

I Meeting was called to order at 6:30pm. Present: Teresa Allen, Bill Crosier, Robin Lewis, Nancy Saibara-Naritomi

II. Agenda Approval: T. Allen moved to add approval of the 2014-11-18 minutes. Approved without objection. Amended agenda approved without objection.

III. Approve Minutes 2015-05-06 minutes approved without objection; 2014-11-18 minutes approved without objection.

IV. Director's Report- Robin Lewis:

Monthly Development Report to General Manager – 9/08/15 (FY15 report)

Listener Support Revenue Goals:

- Membership count on 9/08/15 = 6,610 (4% of estimated listening audience of 155,000/week (December 2013 weekly cumulative Arbitron number)
- Renewal Rate = 43% in FY13; 42% in FY15 so far
- Average annual gift = \$197.09 in FY14; \$205.67 in FY15 so far

LISTENER SUPPORT CURRENT \$\$\$ TOTALS for FY15(as of 9/08/15): \$1,072,495 of income has been collected in-house in FY15, 95% of the listener-support revenue goal for FY15 of \$1,134,138, above expectations by 7% for this time in the fiscal year. This figure does not include income from the Indiegogo campaign for the transmitter, which is ongoing and currently stands at \$20,720, 104% of goal. Added to in-house listener support, this amounts to \$1,093,215, amounting to 96% of budget at this point in the fiscal year.

Pledge Drives:

The Fall 2014 membership drive ran October 12, 2014 thru November 1 and raised \$270,041 in pledges, 84% of the \$320,000 monetary goal. The fulfillment rate for this drive is currently 87%.

The Winter Quiet Campaign ran through the month of December, 2014, and brought in \$37,965. The

fulfillment rate for this drive is currently 95%.

The Winter on-air drive was conducted from January 15 through January 31 and brought in \$212,130 in pledges, 76% of the monetary goal of \$280,000. The Winter drive currently has a fulfillment rate of 82%.

The Spring Fund Drive ran from April 24 thru May 14 and brought in \$268,344 in pledges, 84% of the monetary goal of \$320,000. The Spring drive currently has a fulfillment rate of 82%.

The Summer Sizzle ran from August 2 through August 9 and brought in \$117,928, 84% of the monetary goal of \$140,000. The Summer Sizzle currently has a fulfillment rate of 73%.

Due to a cash crunch, the Fall 2015 fund drive will start early and run from September 17 thru October 8. The monetary goal is \$320,000.

Capital Campaign for New Transmitter:

Currently, \$72,703 has been raised towards antenna repairs and transmitter replacement, mainly from on-line donations, from pledges at the event with Amy Goodman in March 2012 and the Kemah Crawfish Festival in 2012, and from donations at the Ray Hill Roast in April 2015. Another \$20,720 has been raised in an Indiegogo campaign that still has 8 days to go. (Cmte. discussed whether our Transmitter Campaign had compromised our last pledge drive or will conflict with this one.

**R. Lewis will discuss need to update phone system with GM.)

Direct mail and Telemarketing:

- o FY15 renewal mail has brought in \$45,837 in revenue and 416 returning members.

Community Relations/Events:

- KPFT will be a media sponsor of the Walk for Mental Health at Stude Park on October 10th.
- KPFT will once again be a media sponsor of the Fall 2015 Thursday Concerts at Discovery Green
- Deadbeat will be holding a concert fundraiser for KPFT at Dan Electro's on Saturday, October 24
- Nightsounds will be holding a concert fundraiser for KPFT at Dan Electro's on Sunday, October 25
- KPFT will be a beneficiary of the fundraiser, Electroluv Fest, on November 7 at Last Concert Café
- KPFT will bring Dr. Richard Wolff to Houston at HCC South Loop on Friday, November 13, in a fundraiser for the station

Web Presence:

- o The following statistics are for the period July 10 – August 9, 2015. Visits are up by 4% from the previous month:

1. 5,129 page views
2. 3,846 unique visitors
3. Average time on KPFT's site: 1:32 minutes
4. 37% of visitors are new to the site

- KPFT's Facebook page has 14,585 likes, up 1% over the previous month's figure, and a total weekly reach of 23,264 up 95% compared to last month's report.
- KPFT's Twitter account has 3,572 followers, up 1% over the previous month.

V. Ideas for Pledge Drive (Sept. 17-Oct 8): R. Lewis said she had recently had a meeting with 25 programmers to discuss the upcoming Pledge Drive; each is soliciting challenges to encourage

people to give; **R. Lewis is working on “hashtag mykpft” campaign and **is looking for major donors to create challenges—the Cmte. should help**; B. Crosier discussed unique premiums, such as programmers having lunch with donors; ****T. Allen asks about push to involve nonprofit groups to work the phones & will ask LSB members to recruit groups to work the phones.** T. Allen suggests major donor creating challenge of giving to Transmitter fund for people who donate and mention current reception—R. Lewis will consider.

VI. 4 Fundraisers: 1.) Deadbeat will be holding a concert fundraiser for KPFT at Dan Electro's on Saturday, October 24; 2.) Nightsounds will be holding a concert fundraiser for KPFT at Dan Electro's on Sunday, October 25; 3.) KPFT will be a beneficiary of the fundraiser, Electroluv Fest, on November 7 at Last Concert Café; and

4.) KPFT will bring Dr. Richard Wolff to Houston at HCC South Loop on Friday, November 13, in a fundraiser for the station (see above). At the pledge drive we are looking for Richard Wolf sponsorships (\$500 & \$250/level to attend a Meet & Greet Luncheon, which Ben August (ADP) is encouraging small business people to support and attend); ****Dev. Cmte. members are asked to promote this event to teachers in economics, sociology, philosophy, business and political science classes, labor unions, Humanists; **R. Lewis will inquire about use of the HCC marquee; R. Lewis will check on getting CD's to sell.**

**** Cmte members are asked to encourage donations of Silent Auction Items (recommended music-related items) for these events. Call Robin Lewis 713-526-4000 x315**

VII. Lapsed/ Sustainer Donors: R. Garner has been cleaning up lists; picking up lapsed donors and motivating them to become sustainers—bravo!; T. Allen suggests specific instructions to Pledge-takers mandating that they ask about employer-match, email addresses and “what first motivated you to donate?” or some other useful feedback while we have them on the phone.

VIII. Scavenger Hunt: Teresa Allen is working with several interested organizers to plan this event.

IX. Set next meeting: Oct. 21st at 5:30pm CT teleconference.

X Meeting adjourn at 8:15pm EST.

Respectfully submitted,

[Teresa J. Allen](#)

2015-09-09; approved 2015-11-20