

Fundraising Discussion Notes – from Audio

(Not a word-for-word transcript, but steno-style notes)

1) Report on Meeting with Goalbusters – May 9, 2013

Barbara Whipperman: Met with Jim and Alice of Goalbusters. Janet, Frank and Donald attended along with Barbara. First thing asked was about September 2012 grant application to NEA. Application submitted for apprenticeship program under education and training component. Announcement of results won't be until Jan of 2014. Goalbusters identified 10 long-term major donors for conversations. Major donors they spoke to said they largely didn't listen to the station but felt it was "important" that it be there. Dead to the World music host Sally Phillips is helping to contact the major donors for conversations. Some pitch training.

Janet Kobren: The top donors identified the organizational mission as important to them. Using a 3rd party entity called Donor Search. Not sure if KPFA or Goalbusters is paying for Donor Search's services. Telling consistent on-air stories while pitching. Goalbusters is hoping to raise enough money to sustain an ongoing development staffer. Mentioned evaluation sheet for new fundraising ideas.

Jack Kurzweil – Was the issue of the high donors not listening to the station pursued? What did they say about it? Why would people who consider themselves in the orbit of progressive politics, now or historically, not listen to KPFA? We must find out why they are not listening? Until we do we will not make any fundamental breakthroughs on fundraising for the station.

Barbara Whipperman – The subject was not discussed at length.

Janet Kobren: One of them was coming to the station and decided to listen and they called in their pledge and said they weren't appreciated. Discussion of appreciating repeat donors.

Frank Sterling: Donors said changing lifestyles, not listening to radio as much, not in the car as much. Not necessarily a commentary on the programming.

Barbara Whipperman – Some said a visit to the station was a positive thing for them.

Fundraising Brainstorm

Joy Moore: Stick to 3 minutes each and have a facilitated recording of what we'll do and who will do it.

Flip charts proffered.

Janet Kobren: What I had in mind was thinking not only about money. Stretch the meaning of the world: developing listenership. Once this over, followup, maybe a committee. Doesn't just end today. Write down your ideas and submit them in writing as well as saying them today.

Andrea Prichett: two main concerns. One is that we need a development plan broadly communicated to the entire KPFA community. Secondly I'm uncomfortable with plans focused on only high-income people. I'm more interested in building out the \$25 donor population and getting the word out broadly with publicity and programmatic archives.

Frank Sterling: My grand idea is a "friendraiser", a KPFA peace march or a KPFA listeners event in

Berkeley, talked to Richard Becker. Could have a truck and reach out to the communities we have served. Get on the stage and sing the praises of the station and how KPFA has been there for communities. A thank you to the station for putting us on the air and serving us and reminding us all what we're fighting for. A thank you and a celebration. Also interested in high school broadcasting. Went back to my high school in 2009 and did a live broadcast from there. Presented a certificate of appreciation to the school and it worked really well.

Barbara Whipperman: From working in the phone room, we have donors that we send notices to that have fallen away. We should contact lapsed donors and find out why they stopped donating. Listen to the listener comment line extension regularly and respond to the comments. Done intermittently by work study people and volunteers currently. Answer the phones during the fund drive.

Jack Kurzweil: The main issue is that KPFA is a progressive radio station in a progressive part of the country and it has a shrinking audience. The station is not addressing the needs of the progressive community in the Bay Area. There are different ways of thinking about who is the progressive community in the Bay Area. But that's a conversation we don't have. Part of the development process is to have a political and conceptual conversation about what it takes to capture or recapture the Bay Area "progressive community". Development will follow from that conversation. If we never have it, the details don't matter.

Matthew Hallinan: The problem is everyone wants the audience to serve their particular community and their particular point of view. The problem is that their particular community is not big enough to sustain the station. I don't want the station to represent particular communities. The Wellstone Club doesn't listen to the station. Where are progressives going in the Democratic party and help build the station. We can't look at KPFA as representing just one point of view. We give the same old answers to the same old people.

Margy Wilkinson: I get excited when I speak to new donors in the phone room not when people tell me they have donated before. I would call lapsed donors. I'm comfortable asking people for money: rich people, Republicans, ordinary people who send their kids to Cal. I think we should get email addresses, and send out pre-fund drive emails. Poets on the air regularly, daily or weekly.

Joy Moore: Happy the LSB is doing this. Ideas have to be executed. Concerned that KPFA doesn't have the capacity. We should not be afraid to hire a development director or think we have to pay this person too much money. Overwhelmed that we have had no development staff for a decade. Cannot succeed this way.

Janet Kobren: Get pledge cards and leave them at events and as an individual talk up KPFA regularly. How do we go out to people. Stand on corners etc. Tables, banners and cards. High school of the week.

Mark Hernandez: Governance members are beholden to constituencies which are only a fraction of the membership. KPFA was not established as a progressive station. John Birch Society had a regular program. KPFA is isolated from the mainstream community due to its politics being left. We need to represent the entire Bay Area. We should establish a credit union.

Brian Edwards-Tiekert – Relatively good at raising money on-air but doing too much, hitting diminishing returns and is driving away listeners. Station sounds very different during fund drives. Gap between raising money activities and the normal activities. Move fundraising off-air, email appeals, renewals, identifying major donors and making them give more.

Use off-air events for more donor engagement. Invite people to the events and get to know them. Don't lament the aging listenership. Work the aging donors for planned giving and wills perhaps in support of programs that don't necessarily appeal to a wealthy demographic.

Tracy Rosenberg: We need a promotions budget/ People walking around the Bay Area and don't know KPFA or don't know KPFA past 1974. \$600 promotional budget is not enough and board needs to say that it's not enough if we are serious about development. Amplify the benefits of being a member or subscriber, especially the people who aren't choosing to buy the current premiums. People know they can listen for free. What will they pay for? Archives access? Exposure to speakers at public events, donor mixers, access to the celebrities at the events. Asking for proposals for special programs from the community, maybe a contest and working with the winning groups to put the programs together would generate such good will and donors for life.

Donald Goldmacher: radio station speaks to the choir. Two audiences. One is low-income and struggling and we want them to listen. The other audience is prosperous and can contribute more than \$25 and give more and be honest that they are different audiences and 2 different strategies. Turmoil turns people off. Thom Hartman and Rachel Maddow etc had big audience in the Bay Area, but we didn't get those Air America listeners. Is our programming going to bring in not just progressives who already believe but other people who aren't already convinced.

Burton White: Originally not a progressive station. Just provided information that was rare or unavailable. Staff was not supposed to advocate. Guests advocate and converse with listeners. Fund drives used to have parties with bands and celebrities.

David Gans: Meet and greet receptions with people paying extra. Sells download music packages.

Craig Adelson: Listens to weekend music programs. Incorporate music into development. Musical audience is a treasure trove and can be expanded.

Samsarah Morgan: Importance of recognizing our reputation. When she was running for the board many people told her not to do it. It is sad and depressing and not funny at all and not cool. Think of more than just Berkeley. Perceived as a white person Berkeley station by her friends and community. Station needs to speak for the young powerful people in Oakland. The two party conversation doesn't work for her and politics is not just old history.

Andrea Prichett: How to get everyone in the same conversation. Get the Signal plan – out reach to San Jose. Has a 5K donor to support it with billboards etc. Response from Goalbusters and management has been nonexistent. Outreach committee is not enough. Need ongoing relationships with young people. Prioritize the program council and the review and refreshment of programs. People say programming needs renewal. Evaluation of the effectiveness of direct mail vs a vs calling people.

Janet Kobren: KPFA is not just for white people in Berkeley or people who can afford \$100 premiums. Many people can give \$5 but they don't feel included. How do we do this? High school of the week: feature it done by kids in conjunction with staffers and LSB members. Sound truck driving around with signs. More multimedia platforms.

Tracy Rosenberg: Grassroots fundraising is about sustainability when you want to work on behalf of communities that are not affluent. GIFT is the experts on this and LSB had a presentation a few years

ago. Examine some assumptions. The number of voters who identify as alienated and/or independent is larger than those who identify as "progressive". Demographics are changing and "small communities" are getting bigger. So what's the definition of broad? The station is over identified with the activism of the 60's. You need to update, re-brand, promote. What is the station now and in the next 20 years. Again, it's not ordinary to send one children's to Cal for many people. Finally, update journalism. The cult of objectivity ended long ago. Figure out what necessary journalism looks like now.

Donald Goldmacher: Social media. Youtube, tweeting, we don't do enough. Are the programs relevant to a **large** audience. The big issue is class warfare and the programming we have, does it address it and are we providing the solution.

Matthew Hallinan: Start with what you've got. Re-engage the 'existing audience' by holding forums on issues like the health care crisis.

<p>AP Make a plan Communicate broadly Consistent with mission Small donors On line content Publicity</p>	<p>Frank 1 Friend raiser KPFA Listener Peace March/Demo Live Broadcast on KPFA Richard Becker—Equipment help Rent a truck Highlight outreach to comm NGOs & used KPFA Thank community 4 support of KPFA including on-air pro mo & shows 2. High school broadcasts in Key Areas of Bay Area— Kids/Families/Teachers Hand out KPFA gear</p>
<p>BW (Barbara) Call lapsed donors Respond to Listener Comment Line Answer phones</p>	<p>Jack Talking about details is not enough We need different ways to think about progressive comm in Bay Area Party of Dev Process open honest political discussion as a fundamental part of dev</p>
<p>MH Reach a larger community Event on the left in/and the Democratic Party</p>	<p>Margy Willing to follow up donors ask for \$ Email lists Website: Donate if you subscribe Give us your email solicit in advance</p>
<p>JM We need define what development is and a dept/director/personnel/committee or something to follow up and make development happen.</p>	<p>Janet Individuals to do their own pledge card drive KPFA needs to go out to the people Talk to people table on the corners w/ banners</p>
<p>MH Create a credit union</p>	<p>Mark Credit union</p>
<p>TR Promotion Member Benefits Firewall archives Speaker Mixers Local partnership based broadcasts</p>	<p>Brian Move fund raising off air Robust requests for subscription renewals Identify who can bump-up donations Use events to identify & butter up donors Fundraise through networks Celebrate aging listeners—planned giving & wills that they can give to next generation</p>

<p>B. W. (Burton) Consider replicating fund drives that were successful in the '60s: Make fund drive a party, celebration of KPFA: Preempt all programming except news and matters that cannot be rescheduled; schedule "hosts" in pairs to keep discussion/celebration going; bring in supportive performers/celebrities/listeners to perform/participate and to tell of their support of the station and why. Go round the clock until goal is reached. (Don't make "special sales" premiums the focus.)</p>	<p>Don 2 audiences 1 No \$ 2 Yes \$ Recruit talent from folded radio stations Bring in people other than the choir</p>
<p>C.A. Build a musical audience</p>	<p>David Meet & greet before event or after Comp CD Download Packages available ongoing Global-universal appeal</p>
<p>A.P. x 2 Get everyone on same page Publicity: bus signs, billboards Outreach coordinator Refresh programming/Program Council Phonebank for fulfillment Direct mail efficacy analysis</p>	<p>Samsarah Important to engage supporters Important to expand people's consciousness about KPFA beyond Berkeley; try to reach and include youth Not just Dem or Republic listeners</p>
<p>T.R. x 2 Contact G.I.F.T. Project new brand</p>	<p>Janet #2 Some mechanism for a \$5 credit punch card for volunteers Feature High School of the week How green is your High School Oakland A's/Giants free tix Reach out to High Schools on air Sound truck play KPFA Multimedia Platforms</p>

<p>M. Ha. x 2 Start with what you got Events/shows/community forums that make news Programming changes to keep new listeners</p>	<p>Donald (#2) Learn how other public radio is successful- Meet with KALW managers and programmers or just listen to their shows, especially when they are raising \$ New media—Facebook social media etc.- Creating a vibrant social media presence requires someone doing 1hr per day of sending out tweets and posting on Facebook. It is vital that KPFA be capable of creating short videos for our website that reflects the various dynamics happening in the Bay Area. This could be done with interns from several local colleges, supervised by someone in the News Dept. They would be a kind of video magazine done at least weekly for starters, with links put on our FB and twitter feeds as well as YouTube. How to make programming relevant to young people- We need to get a x-section of people 14-35 in a room or rooms and listen to what they feel is relevant to their lives and their futures, and how radio could reflect that with programming that would engage them weekly, daily, etc.</p>
<p>CJ (added on 8/29/13) Campaign to raise money for billboard(s).</p>	

