

# ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

## Development Committee

### Minutes of the March 7, 2012 meeting

Present: Steve Backlund, chairman; Elwin Basquin, Linda Huddle and Chet Tomczyk.  
Staff: Jennifer Davis, Angie Spears.

The meeting convened at 3:30 p.m. in the 2<sup>nd</sup> floor conference room at WTVP.

The committee reviewed: the ongoing March membership drive, the upcoming Auction and discussed possible future fundraisers, including a Klystron event.

Ms. Davis gave a brief update on Auction progress as Ms. Claudin was absent. Underwriting is still being sought, but two of the four nights are sold. Sam's Club is a new partner, purchasing a night of bid phones and donating 1,000 bottles of water. Also new: adding major auction items to the web; more promotion, including email blasts and reviving the newsletter; adding new talent to broaden our reach into the community.

Also mentioned the two Auction previews: The first will be Saturday, April 14 from 5-7 p.m. and will be for Klystron and board members. We will offer complimentary wine and cheese while they browse and have an opportunity to pre-bid on the Auction's art. On Sunday, April 15 from 1-3 p.m., the traditional auction preview will be held. It is free and open to the public. Both will be at WTVP.

Ms. Davis also summarized the ongoing March membership drive. One week into the month-long drive, WTVP had reached 54 percent of its goal, raising \$40,455 of \$75,000. The average gift is \$142; last March the avg. gift was \$127. Also, 82 percent of our pledges are credit card gifts so they are immediately fulfilled. That percentage is very high.

Highlights of changes compared to past drives:

- Pledging during the overnight hours –something not done in years
- Running more pledge promotion spots before and during the drive
- Adding crawls to promote other shows in the same genre
- Sent email blast to 2,500 in our database –members and prospects. Email was embedded with link to website so they can donate.
- Sent out three postcards – each one targeted to a specific lapsed member audience – about pledge programs
- Created a spot running around kid's programming asking families to do their part
- Added new talent and phone groups. Have 15 new talent and four new phone groups. One of our new talent has already become a new Klystron member.

Ms. Davis also mentioned that our acquisition mailing has raised \$8,210 so far. Of the donors, 119 are new members, 56 were lapsed members and only one person so far was already a member. A second mailing will land on March 12 or 13.

The committee also discussed hosting a major fundraiser in the early fall that would be Downton Abbey-themed. Staff proposed having it at the Packard Plaza, which can handle at least 350, and make it an Upstairs/Downstairs ball. This event will capitalize on the buzz surrounding this PBS hit. We will seek to have a star or executive producer of the show come to Peoria for the event.

Additionally, Mr. Tomczyk also mentioned ideas for two other unrelated fundraisers: a virtual golf event in the winter and a Bandstand-themed event at the studio.

The next meeting will be at 3:30 p.m. May 2, 2012.

The committee adjourned at 4:15 p.m.

Respectfully submitted,

Jennifer Davis, Director of Development