

# KAFM Community Advisory Board agenda

Jan. 19, 2021 5:30pm Meeting #1 of 6

**In attendance:** Coach, Katie, Kim, Betty, Zac, Karen, Katie, Janice, Matt, Marc

**Absent:** Mariah, Martha

**Guests:** Joy Hudak, Kayla Holst, Victoria Becoat, Veronica Stoddart

Introduction of Members: (New CAB member: Marc Summers)

- Reminder, CAB does not make policy but recommendations
- Community Advisory Board Roles and Responsibilities Review

**On-air fundraising:** (Fund Drive Revenue makes up about 30% of the budget)

- In place of regular Pledge Drives, KAFM was forced to do member drives with recorded pitches in “virtual” drives. Did CAB members notice, and how did it sound?
- Traditional phone-in drives were seeing a steady decline in revenue for several years. Do we even want to bring those back, post-pandemic?
- What other types of fund-raising could be used to replace on-air drives?
  - Bring back Radio Daze
  - One Event vs. a Weeklong “Phone-In Drive”
  - Some CAB members turn off their radio during fund drives
  - Could we live stream/video to reach more members/people working at home
  - Continue with short recorded pitches to try and raise funds
  - Use testimonials to encourage folks to donate
  - Modernize the fund drive post pandemic
  - Find ways to maximize our Monumental Members
  - Extra little drive in the summer...3 companies supported matching new Monumental Members
  - KAFM App or notifications or text
  - Telemarketing...make calls?
  - **Social Media** - Think about utilizing Facebook Live and other social media platforms
  - DONATE NOW Button!
  - Virtual Fundraising Event with live music and other events
  - Online Auction
- Guest: Joy Hudak of Riverside Educational Center - Successful Fundraising
  - Dinner Event (\$125,000)
    - Ticket Sales not a big piece of the revenue Table Sponsors only!
    - \$1000 for a table of 6
    - Sponsorship Levels: Platinum, Gold, Silver...Determine venue and number of tables and then decide on incentives and prices
    - Cash Matches, Table Sponsors, Face to Face Meetings

- Live and Silent Auction
- Messaging: Annual Report, Sales Pitch, Benefits - tie all this to sponsorship levels
- Donate Now Button...making fundraising easy
- Sponsors/Underwriters
- Appreciation
- Keep Your Donors - list donors in reports and on website

**New Community Affairs segment:** Hosted by the Veterans Administration

- Guests: Kayla Holst, Victoria Becoat
- 15 minutes once a month for now, but may expand
  - Reach veterans who are listeners
  - Outline benefits and help veterans get enrolled
  - Subject Matter Experts on air
  - Engage families of veterans to provide support
- Topics:
  - Pro-Active: Estate planning and what veterans are entitled to
  - College Tuition
  - Vaccines
  - Medications
  - Free Hearing Aids
  - PTSD
  - Adaptive Sports, Recreation, Hunting
  - Veteran on the Radio
  - Homeless to House
  - Short segments to advertise...Did You Know \_\_\_\_\_?
    - We sent veterans on a fishing trip to Alaska

**New Community Affairs Segment:** Hosted by Underdog Pet Rescue - Moab, Utah

- Guest: Veronica Stoddart
  - Underdog
    - Volunteer and foster
    - Spay and Neuter Clinics
    - Adoption Events
    - Looking for Fosters
  - Pet Ownership Show: cats, dogs, horses
    - Dog trainer
    - Veterinarians
    - Pet store owners
    - Underdog and other Rescues
    - Horse Rescues
    - Doggie/Pet Daycare
    - Animal Therapy
    - Equine Therapy
    - Service Animals

- Loma Cat House
- Pet Trusts & what happens to pets when their owners die
- Possible Show Names
  - Pet Party
  - Animal Kingdom

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**Review of 2020:** Coach (save for March)

Back-up person for Kim for taking minutes

- Betty!

Next meeting: Tue Mar 16