

**KUED BROADCASTERS CLUB STRATEGIC PLAN  
FY 2005**

I. STATEMENT OF PURPOSE

- A. Maintain and grow comprehensive program for high-level annual, restricted/unrestricted gifts.
- B. Secure gifts and commitments from current and potential donors.
- C. Provide support to other Development staff in order to manage and facilitate cultivation of upgradable annual members.

II. ADMINISTRATIVE OBJECTIVES

- A. continue renewal procedures - letter from BC chair, letter from Larry, if no response, phone call from Beth
- B. conduct other mailings as needed, such as year-end appeals
- C. meet with Larry quarterly to review progress
- D. Maintain Team Approach interactions in a consistent and timely fashion

III. PROGRAM OBJECTIVES

- A. continue getting to know donors via stewardship efforts, including monthly *SEVEN* letter, periodic other mailings, e-newsletters, birthday greetings, phone calls and fulfilling dub requests.
- B. increase membership amount from \$1,000 to \$1,500
- C. Engage board members and other high-profile donors in prospect screenings to invite associates to upgrade or join Broadcasters Club.
- D. identify/target certain BC members for larger gifts: Taylor, Smith, McGillis, Rice, A. Cumming, Huntsman, Peg Billings, Bastian Foundation, Walkers - implement target prospect review meetings with Gay, Paige, Larry per Development retreat
- E. continue mini major donor events and special screening events. These include events surrounding *Utah: The National Parks*, Fall preview event, *Shadow of Hope*, etc. At smaller events, we will encourage current BC members to bring a friend. Strategically assign staff to particular guest for cultivation.

- F. Recognize donors' community activities outside KUED, e.g. other charitable efforts, editorials etc.
- G. Conduct 3 - 4 face-to-face donor contacts per week.
- H. add new members to BC by identifying prospects from Directors Circle, U of U giving records, arts organization playbills etc. Train on Viking.
- I. utilize the Board to solicit donor prospects – either new or lapsed KUED members. Meet with all Board Members personally; offer short Board training sessions during Board meetings; work with Larry in conducting “exit interviews” with exiting Board members. Meet with Larry to review Friends Board list to strategize best approach with specific members.
- J. continue on-air and publication acknowledgment of BC members – currently we rotate two groups of five names bi-weekly, for a total of four weeks per group
- K. quarterly update the BC portion of KUED's web site to reflect updated photos of BC members at station events.
- L. provide e-newsletter to BC members
- M. Conduct donor roundtables. Donors are invited to lunch and informal roundtable discussions at the station to meet with Director of Programming and General Manager to give their feedback. The goal is to cultivate and meet donors. Hopefully KUED would get some feeling of community interests, as well. There will be some sort of "warm-up" to get them going, like the fall reel. We would offer donors the opportunity to attend one of five different lunches. Each day would have a different genre as the topic. For example, Brit Coms on Monday, nature & science on Tuesday, kids programming on Wednesday, etc.

#### IV. MANAGEMENT OBJECTIVES

- A. Maintain professional affiliations with major gift officers in the PBS system and in the Salt Lake Area.
- B. Continue CPB Major Gifts Initiative involvement.
- C. Attend professional training sessions that promote the understanding of major gifts, such as the PBS Development conference (September). Attend Major Gifts Academy, if/when it is scheduled.
- D. Review Broadcasters Club and Director's Circle list with KUED management, e.g. Mary Dickson & Ken Verdoia to strategically arrange personal meetings.

V. FINANCIAL OBJECTIVE

- A. Meet/exceed a goal of \$350,000\*.
- B. Increase Broadcasters Club membership by 15 members.

\* based on a repeat gift of \$100,000 from Janet Lawson.