The Richmond Resource Development Committee is a brand-new committee, chaired by one of our Board members. At this stage, Lisa Tait, Vice President for Development, Theresa Johnson, Director of Corporate Support, and Mary Lutz, Director of Major Gifts, are working closely with that Board member to identify major donors and corporate sponsors who would be valuable assets to this committee, in terms of connections in the community, enthusiasm and passion for our organization, and willingness to cultivate, solicit, and steward prospects and major donors.

We have enclosed a timeline for the committee’s work this year, a list of committee objectives in both the major gifts and corporate support arenas, and an outline of how major gifts staff will work with this committee to increase revenue.
Commonwealth Public Broadcasting Corporation
Richmond Resource Development Committee
Timeline

July 7, 2004—Planning Meeting for Richmond Resource Development Committee
    Nancy Curry, Tom Rosenthal, Durwood Felton—Chair of the Radio CSB,
    Bill Miller, John Felton, Lisa Tait, Mary Lutz, Theresa Johnson

July 29, 2004—Nancy Curry submits Committee Structure, Job Description and Timeline to
    Corporate Board of Directors for approval.

August 11, 2004—Staff submits list of prospective committee members to Nancy Curry for
    approval.

September 9, 2004—Approved committee members enlisted

September 22, 2004—11am-1:30pm  Initial Orientation Meeting of Richmond Resource
    Development Committee

November 10, 2004—Noon-2:30pm  First Annual Solicitation Training Meeting

2004-2005 Quarterly Meeting Schedule
    October 20, 2004—Noon-2pm
    January 12, 2005—Noon-2pm
    April 6, 2005—Noon-2pm
    June 29, 2005—Noon-2pm

Lisa Tait reports progress on assignments to Nancy Curry for her email reports on following dates:
    November 17, 2004
    December 15, 2004
    February 9, 2005
    March 9, 2005
    May 4, 2005
    June 1, 2005

Nancy Curry meets in All Staff Meeting Tuesday, August 24 at 3:30 p.m.  (First 2 weeks of Aug. pledge.)
One of our most valuable assets is the passion of our staff. Why do you work here? Collect to be a part of the
orientation booklet we produce for the RRDC. Also ask staff who do you know that might be individual, corporate
sponsor or can give us info about a potential donor?

...ideas that enrich the community...
Richmond Resource Development Committee Objectives

The fundraising staff at the Community Idea Stations currently needs help developing contacts with potential major donors and corporate sponsors. In both areas, it is not our intention that these are gifts sought without a return for the donor or sponsor. The best relationships we have with our current donors and sponsors are those which were born out of shared values. Their gifts were the result of a relationship that was carefully cultivated for its mutual benefit to the donor/sponsor and our organization.

Potential Major Donors

While people do give to people, they also give because the organizations to which they give are meeting a need that is important to the donor.

The Community Idea Stations, WCVE Richmond PBS and 88.9FM WCVE Richmond are committed to providing the people of the greater Richmond—

- the highest quality programming in the arts, sciences and humanities
  so that our community can develop a keener appreciation and understanding of the world around us
- unbiased news and information programming and local dialogue on community affairs
  so that our community can have a better informed citizenship that is inspired to action
- insightful documentaries on the history and heritage of our region, our nation and our world
  so that our community can understand where we’ve been and anticipate where we’re going
- training services to help our teachers meet the challenges of new teaching technologies
  so that future citizens of our community have the best educational advantages

In order to raise the funds necessary to accomplish these goals, we need to make contact with people who have an interest in one or more of the above and who have the financial capacity to give $1,000 or more annually to our organization.

Potential donors are often nervous when approached outright by a staff member. An enthusiastic volunteer who is a peer of the potential donor has a much greater chance of making the initial contact on our behalf. We’re asking that members of the committee help us make the initial contact that allows us the opportunity to show potential donors what we do. Then if the donor is interested, we’ll develop the relationship from that point.

To facilitate the initial contact committee members can:
- learn and talk to donors about the impact we have in the community
- invite potential donors to come with them for a tour of the stations
- invite potential donors to the station for lunch—or out to lunch with one of our staff members
- invite potential donors to an event at our stations
Potential Corporate Sponsors

Our approach with potential corporate sponsors is to investigate the concerns, goals and needs of the prospect and develop a sponsorship opportunity that will help to meet their needs.

The Community Idea Stations, WCVE Richmond PBS and 88.9FM WCVE Richmond can offer a lot to corporate sponsors.

- Build brand trust and loyalty through their association with the credibility that our viewers and listeners feel about programming.
- Attract and impress an educated, affluent, influential and politically active audience. See attached demographic information about our viewers and listeners.
- Demonstrate good corporate citizenship—becoming a first-choice provider at buying time. Cone Roper research shows that 89% of American adults consider commitment to a cause they believe in when considering which brand to choose.
- Because we offer brand exclusivity to corporate sponsors for a program or within a sponsorship break on public radio, our sponsors can avoid “logo soup,” differentiating themselves from the competition and creating a stronger message.

As corporate budgets have declined due to the economy over the past few years, it has been more difficult to get in to see the upper level management at many corporations. Because we are most often seen as “media” we are relegated to the media buyer whose main concern is simply how many people watch/listen and can we use our commercial spot.

Our greatest hope is to get the opportunity to speak with someone at a higher level who would understand the need to build brand trust and loyalty, etc. If our case resonates at that level, we want to also be able to make our case to the marketing director. “Corporate donations” are often the first budgets that get cut when money gets tight. Good marketing decisions that have an impact on the business’ bottom line are less likely to be harmed.

We need our committee members to help us make contact at the upper levels within businesses and corporations.

To facilitate the initial contact committee members can:
- Provide us with information about the needs of the potential corporate sponsor and possible contacts that would be open to a discussion with us.
- Arrange a meeting with us and a potential corporate sponsor.
- Arrange a meeting for us with a potential corporate sponsor.
- Invite potential sponsors to come with them for a tour of the stations.
- Invite potential sponsors to the station for lunch—or out to lunch with one of our staff members.
Major Gifts and the Richmond Resource Development Committee

Preliminary Work (this summer):

- Amanda and Mary clean out old prospect files, reclassify prospects as P1, P2, P3. To be completed by September 1.

- Amanda and Mary identify top 50 prospects, paying special attention to “wish list” prospects and P1s (those who are closest to us and “almost-ready” major donors).

Working with the Committee:

- List of all 50 prospects prepared, ranked (in terms of viability/closeness to us).

- Intelligence gathered, prepared

- Committee asked the following:
  - Who knows whom?
  - How close is the relationship?
  - Added intelligence from committee member(s).

- Moves Management Discussion/Form
  - Who is responsible for this prospect?
  - Who makes initial contact?
  - Developing/Presenting the case
  - Scheduling visit
  - Identifying next move

- Each committee member assigned a staff member

- Target dates decided upon at meeting
Ongoing Contact with Committee (between meetings)

- Staff member responsible for followup with committee member and staying on top of moves management

- Constant revising of strategy between committee member and staff member to move towards major gift; other staff, board members enlisted as necessary.

- Staff (Mary and Amanda) review progress on weekly basis and report to Lisa on a monthly basis.

To be Done:

- Complete prospect identification/research/intelligence gathering (Mary and Amanda)
- Develop Moves Management Worksheet for Committee Members (Mary)
- Input moves management steps into Enterprise (Amanda)