

## **WJFF Development and Community Outreach Committee Minutes November 5, 2018 at the WJFF Studios in Jeffersonville NY**

The meeting came to order at 6:05pm

Present: Barbara Demarest (phone), Kathy Geary (phone), Jim Huntington (phone), James Lomax, Kevin McDaniel, Judith Schwartzstein, Allen Weir

Absent: Tasa Faroni, Jan Goodwin, Pat Pomeroy

Staff present: Dan Rigney

Public present: none

**Motion** to approve minutes DCOC Oct 1, 2018 meeting (Lomax/Schwartzstein)

In favor: Barbara Demarest (phone), Kathy Geary (phone), Jim Huntington (phone), James Lomax, Kevin McDaniel, Judith Schwartzstein, Allen Weir

Opposed: None

Abstaining: None

Discussion was held on the following topics.

Dan Rigney reports on a **WJFF Benefit Movie Series** to be held at the Callicoon Theater in Jan/Feb 2019 with an emphasis on music films, starting with Scorsese's *"The Last Waltz"*. We rent the theater and the station gets the door. They can play Blu-Ray movies for \$250. Additionally the establishment next door (Sidetracks) will re-open as an upscale bar. We could offer a second level of tickets which include the movie and a party at the bar. Discussion with the theater in progress. Dan asked the committee to send him suggestions for films.

Dates for the **2019 Pledge drive** need to be set.  
There will only be one **Yard Sale** in 2019 instead of two.

June **2019 Auction / Dinner** - Judith Schwartzstein will produce the event and wants a committee of three people, she'll ask the volunteers.

**2018 Music Sale** is ready to go with good donations of equipment coming in. Steve's Music in Rock Hill is donating gift certificates after being contacted by Dan Rigney. This is the first time they have participated in the music sale. John Bachman is producing this event again this year.

**2019 Awards Dinner** and cocktail party is being produced by Pat Pomeroy.

**2019 Barn Dance in Liberty** - owner has been out of town, no news yet.

Kevin McDaniel suggests a 2019 event **Labor Day of Love** where people donate services.  
Further discussion needed.

**2019 Scavenger Hunt** with an emphasis on family games. Allen Weir suggests that we make it possible for disadvantaged or homeless families to participate. It could be held in Monticello on Broadway as a walking tour with the local businesses offering gift certificates to the winners. Its a series of clues relating to things you see when you walk down the street. Date TBD. The Hispanic Festival is in July. This is a community event and not expected to raise funds for WJFF.

Dan Rigney suggests the station participate with **Toys for Tots** with a drop off box at the studios.

**2018 Phonathon** Barbara Demarest is coordinating calling lapsed members from 2015 and 2016. A script is written to solicit information about why they are no longer supporting the station during pledge drives. Calls have begun and will continue next week. There are 700 calls to be made.

### **WJFF Suggestions for Fundraising events from Goodwin - 11.5.18**

Jan Goodwin shared these suggestions for fund raising via email to the committee.

#### **1) 2 to 5K/Marathon**

These events are extremely popular because they have the potential to bring in some serious income for WJFF.

#### **2) Golf Marathon**

Golf tournaments are a great deal of fun for participants. Largest supporters love golf. Work with a local golf course on pricing and dates (most are very comfortable working with charities to run tournaments). Leave yourself plenty of time to get teams together and market the event.

Ask local businesses to sponsor a team, or get people to fundraise to fund their participation.

#### **3) Guest Speaker**

Is there a local celebrity, well-known personality, or local expert in your community that believes in your cause and can speak to it? If so, plan a guest speaker event.

Invite the community by advertising on social media, print media, email, and direct mail. Encourage your own supporters to share the event with their friends and family. Charge a flat entry fee or suggested donation for attendees.

This doesn't have to be an elaborate night event with food and drinks (although that is definitely an option). For a low-key event, make it a lunch and learn.

#### **4) Personal Challenge**

Challenges can be one of the most effective creative charity event ideas.

Personal challenges can range from growing facial hair (or removing it), to symbolic gestures like living off of \$2 day, or avoiding electronics for 24-hours.

#### **5) Art Exhibit**

A charity art show is an opportunity for members of your community to display their talents for a great cause. There are several ways to host an art exhibit. One way is to hold the exhibit as a contest, where local artists showcase their work for a small entry fee in order to be professionally judged, with donated prizes for winners in various categories. Another way is to find artists who are willing to show their work in the interest of selling it for your benefit, giving a percentage of the sale to your organization.

Art exhibits are good events for large and midsize organizations to host. Plus, they are relatively easy to plan.

#### **6) Gala**

A nonprofit gala is a large-scale fundraising event that usually includes dinner, dancing, entertainment, and silent auctions or raffles to benefit a cause. Because this is typically the biggest event you will hold, it requires resources to pull together. While ticket sales go toward fundraising efforts, most galas also sell sponsorships or corporate tables, or hold a silent auction where, if most of the items are donated, you can have a much higher profit.

#### **7) Concert**

Benefit concerts aren't just the celebrity performer-packed events you see on television. Concerts can also be smaller scale, featuring local talent. The benefit is that these performers are more accessible and likely to bring their family and circle of friends to the event. With fundraising software, you can also ask bands to set up team pages and fundraise in the weeks leading up to the show. This way, even their out of town supporters who cannot attend will have the opportunity to give.

#### **8) Channel Your Inner Master Chef**

A nod to highly popular cooking reality TV shows, try rounding up supporters and foodies around a friendly culinary competition. Contestants create their best dishes with a specific ingredient, or other criteria, and people pay to taste and cast their votes.

#### **9) Scavenger Hunt**

Organize a scavenger hunt and send participants all around town. Charge a registration fee and offer extra tips and hints for different donation amounts.

#### **10) Donate for Talent**

Crowdsource talent with this quick fundraising idea and put on a talent show. In addition to an entry fee, supporters can donate to cast votes for winning numbers of different categories.

#### **11) Bike Relay**

Turn a tried and true fundraising idea – the traditional bike race – into a team-oriented activity. Set up a relay style race with prizes for the teams that place.

**12) Film Fundraising**

Host a film festival and have participants enter their own unique productions. You can even turn it into a contest, where attendees can give \$5 in order to cast votes for their favorite films.

**13) Trash Art Auction**

This quick fundraising idea isn't just for the eco-friendly, but for all creative types. Enlist local artists to create some avant-garde masterpieces out of recyclables or other waste products, and auction off the pieces.

**14) Quizbowl**

Host a "quiz game" night and charge an entrance fee for attendees. Group people into different teams to see who can gain bragging rights and raise the most money!

**15) Run the Race**

Host a costumed race where people dress up in alignment with a pop culture phenomenon, whether it's zombies, Star Wars, Harry Potter, Hunger Games, or another theme. With all the different options to choose from, this quick fundraising idea never gets old.

**16) Roller Race**

Or, how about switching up the usual 5K run/walk with a roller-skating marathon? In addition to fundraising for entry, participants can raise money for proper gear like helmets and kneepads.

**17) A Dance Marathon**

Host a dance-a-thon and challenge participants to dance for as long as they can! Supporters can also request songs for \$5. Last one standing receives a prize.

**18) Battle of the Bands**

Gather local bands to put on a charity concert! Both performers and attendees pay a registration fee. Having influencers on the judging panel, like popular radio hosts or a local celebrity, can also be a great way to get people interested in your show.

Meeting adjourned 7:20pm.