

Resource Development Task Force Meeting  
April 27, 2007

Attendees: Kim, Jonathan, Marcy, James

Cost-Effectiveness of Development Activities

- Back Stage Pass:
  - Muddled aims? I.e., thanks for volunteers plus excellent performances, but poor marketing of performances and low attendance
  - Significant cost in time, labor (even given significant in-kind contributions)
- Funding levels – current funding is in small increments
- Cost effectiveness of large v. small donations
- To funder: “What can we do to increase our profile on your list?”
- Should we develop a cost-effectiveness “continuum?”

	----- Revenue 2006 -----			
-- Cost 2006 --	<u>Direct Ask</u>	<u>Events</u>	<u>Grants</u>	<u>Consulting</u>
Expense				
Labor Hours X Ave. Per-Hour Labor Cost				
Donation				
Other				
<b>Cost-Benefit</b>				

Non-monetary Objectives of Development/Fundraising

- Raise profile of TVC
- Part of profile raising is positioning TVC as supporting other not-for-profits
- Use volunteer database to develop testimonials for marketing

Corporate Social Responsibility

- Can we catch the wave?
- Is CSR all “marketing?” Does it matter if it is marketing?
- How can we get TVC positioned as part of CSR?

PG&E Model

- Help other corporations get their officers on boards
- How can we “franchise that to other regulated firms? To non-regulated firms?

### Sector-based Workshops

- TVC has done one in the Arts
- What about environmental? Climate change?
- Sort by orientation of organization
- If program is worthwhile expanding, seek unrestricted money to raise funds

### Fundraising Techniques

- Gift cards for donations
- In-kind contributions via virtual interface with non-profits; seek direct fundraising for server, etc. to set up

### Proposed Staff Meeting

- Committee agreed on need for meeting with key staff to get sense of where programs are going
  - Timing?
  - Lunch? Dinner
  - Key staff to attend versus all?
- Discuss cost effectiveness and value continuum?
- Purpose: match funding to purpose; which pitches and appeals will resonate with which funders?
- What do we need funding for? - brainstorm with staff
- Brainstorm sessions re: arts, subject areas, grant writing
- How is grant discovery & development done today?
- Does TVC have/need an in-house grant writer?
- Media relationships – does TVC have good contacts with media? How is that handled now?