Minutes:

**1. Introduce yourself.** Come prepared to say a bit about why you joined this committee--what appeals to you about it.

Lisa: passion for independent media; we need a group to spread the word about TMC; I can take back the learning to my own organization,

Jessica: I love the idea of further collaboration between TMC members—I believe in pooling our resources. I like experimental fundraising.

Miles: More collaboration and skill-sharing about what strategies and tactics work well for fundraising to inform the work of TMC and our own outlets. Liked the collaborative fundraiser.

The abilities on the committee: major gifts, individual donors, event planning

**2. Jo Ellen to describe where TMC Development is now**

a. **Sponsorship needs**: Collaborative Fundraiser and Annual Meeting

b. **2013 TMC Project Funding**

We have $30,000 in general support money from Wallace Global.

Then we are working on 3 major projects (restricted cash)

--metrics project will bring in $144,000, of which $100,000 goes to outlets

--media policy project ($30,000), possibly an environmental reporting project and a labor policy project, all of which train reporters and give outlets a bit of $$ to pay for reporters for the content they produce—money also covers TMC overhead.

--working groups of TMC members that go out to funders as a group, facilitated by TMC (with money allocated to TMC for overhead to do this).

c. **Longer term**, we will be setting up a business –Community Journalism Training Institute--to try to diversify our income stream and to bring in the money to sustain our basic overhead. That isn’t ready yet.

**3. Possible Foci for the Committee:**

**1. Individual donors.** Unlikely we will be able to convert the donor pool from fundraiser to major donors but we do need to continue to message them and give them concrete details about what their funding supports.

2. **How would we raise money for the collaborative fundraiser?** It would be a hard sell for individual donors or kickstarter. It would appeal more to institutions or higher level donors. Miles: It’s hard to get past the bureaucracy to get a sponsorship, esp with unions, even after you cultivate the organization. Jessica: with businesses there is much less bureaucracy who would be interested in national, cross-organizational publicity.

*CREDO* could be a company that might underwrite? Promotion via email is often a key to getting this kind of sponsorship. For example, an organic mattress company might be interested (Green Festival sponsorship list). *Good Search* might be interested. *Volunteer Match* might be interested.

Each organization in the Media Consortium has a different policy on advertising, so we’d have to think about how that would play out for member organizations. Would it be a problem for an organization to sponsor the fundraising campaign? Or would their be a conflict of interest for TMC orgs that do take ads?

Set of guidelines.

4. When should we meet next and what should we put on the agenda?

--follow up on sponsorship discussion; make a project to figure out how to make the collaborative fundraiser happen—what commitments we would need, timeline,

--brainstorming funders/sponsors?—do over email?

--set guidelines for sponsorships—do over email?

--ask TMC members how much they want us to go for the fundraiser? Ideas for sponsorship?

5. Next meeting, Monday November 19 at noon PT/ 3pm ET