TMC Development Committee

March 7, 2013

Present: Lisa Rudman, Jess Lind-Diamond, Jo Ellen Green Kaiser, Zach

Absent: Miles

Agenda:  
1. Collaborative Fundraiser planning--sponsorship?

Jo Ellen summarizes the 2012 fundraiser

Jess: Event-related online fundraisers—how much of the success of the fundraiser was the collaborative part, and how much was the newshook of giving on that day (which an organization could do on its own)

Jo Ellen –one reason I want to do a second fundraiser is to test that question

Jess: At Yes, we saw it as a way to motivate our readers but I didn’t see a lot of new readers come in—how would we play up the collaborative part more—the platform didn’t advertise the crosspollination that much.

Lisa: The nuts and bolts is going to be easier since it’s the second time. I wonder if it would be possible to project the collaborative aspect more. MC wanted more crosspollinization. If we could identify underwriters and sponsors, that changes it for me. If the cost can be covered, why not?

JGK: Exactly. If we can find folks who do sponsorship sales, then we can go forward; if we can’t get those sponsorship sales, then what? I would be willing to go to Domini or Credo just to see if they would be willing to go for it.

Jess: It’s a pitch more for a philanthropist than for an advertiser

Lisa: Maybe there is a joint release of a story, a content or political value add that helps with the sell and the traffic…

JGK: I’ll also reach out to the list.

**2. Auction--should we do it? planning?**

JGK: The idea behind this, to be clear, is to raise money for the Consortium, not members. That needs to be clear.

Zach: It’s easy for members to get involved offering merchandise, subscriptions. It’s a great marketing tool for outlets—that’s the benefit for outlets. If we can have click-thru to individual sites, that would be helpful—I would like to have a relationship to the donor who buys my merchandise, etc. That gives individual TMC members a reason to tweet/facebook.

JGK: It would be good if some outlets would bring in some bigger items , like lunch with a star reporter or two hours in a recording studio.

Jess: I think it’s better to have fewer high value items than pages of lots of stuff

Zach: Our book ended up selling for $40-50 because it was signed. You high value the item and people will donate above it.

Lisa: There is a lot of excitement and forward motion. What are the next steps? Zach, could you scope this out a bit more?

Zach: First step: send a mailout—who is willing to donate what and how many?

Jess: When you do email members, say, “we’re going for 5 high-value items such as…” and then assume that books, subscriptions are part of the equation. The high value stuff is the hard stuff.

Lisa: What about a world-series signed baseball? OK to get items that are not related to our outlets?

Zach: Having some of those random types of things would be great. It helps build excitement.

Jo Ellen: Good idea to see if we can get items before putting money into a platform.

Zach: We could also do Indiegogo instead of an auction if we can’t get high value items.

Jo Ellen: What about the timing? Do other folks do auctions and know about the timing? When would folks be focused on an auction?

Zach: More important to focus on what you’re auctioning. We don’t really have a season. We can set an artificial goal.

Jo Ellen: We need $7500 by September. Maybe we aim for May/June and then if we don’t meet our goal, we can do another appeal in August.

Jess: I like the idea of doing it before the Media Consortium meeting, because it gives readers a better connection to what TMC is doing.

Zach: we could still use that hook, even though the conference is six months away. For $500 donate a hotel room at the conference. Or we could auction two invites to come to the conference too. Hob nob with the editors.

June.

In future years, we can do the auction/ indiegogo in August (6 months before the Media Consortium conference) and the collaborative fundraiser in February.

Indiegogo platform might be more mission-centric. It definitely works as a backup. Auction is a better long-term buy.

**3. Grant ideas/ other**