TMC Development

**Collaborative Fundraiser** planning--sponsorship update?  
Domini or Credo? JGK: reached out to the list.

JGK needs a few people who can help me find underwriters:

Jay Harris? Ellen Bollinger? Carl Iseli? Erik Hoffner? Jason @Uptake

Out of the box idea: members to pay to participate—then members could go to a funder to cover the cost of that participation

**Auction/ Indiegogo**

Auction: We need to have high-value items to make this work.

Raffle: An online raffle could also work, because then outlets could publicize it for their members as a benefit.

Indiegogo—This is a very efficient thing, but if we did that, how do we package it so that we can get general operating money from it? People are used to funding a specific film or project. Funding the fundraiser or the annual meeting isn’t sticky enough.

Also, it may make it difficult for outlets to promote this, since it could conflict with their own work—Jessica: it would only work if it would fund travel grants to the annual meeting, or cost for the fundraiser. Miles: Indiegogo doesn’t have to be so project centered, and I think the Media Consortium could promote it to its twitter/facebook. I agree that members may not have such a great incentive, but you just have to rely on good will.--and by giving back issues, etc. as perks, we could self-promote. JGK: outlets will need to do fulfillment for their own stuff.

Which outlets would get the list of donors? Only outlets that had donated premiums? Can you send those outlets the full list? Miles and Lisa say yes—you want to see how your subscribers behave.

Goal of $5K, $6K

Miles: will do research

JGK: will ask outlets for goods (or maybe Zach could help with that)

Ask outlet like Colorlines to help with video production