

Development Committee Annual Report
October 1, 2013 through September 30, 2014

Chair: Cam Pippitt

Board Members: Bill Calder
Ed Rosenau
Sonya Dunn
Jay Golter, Producers' Rep.

AIM Staff: Paul LeValley, Executive Director
Elaine Coates, Development and Membership Coordinator

The purpose of the Development Committee is to plan and implement fundraising activities to the benefit of AIM and to research and solicit potential donors and grantors. This Committee met on the first monday of the month throughout the year.

This year our attempts at soliciting funds from charities and foundations has not been productive. Goals and objectives concerning development were discussed at the Staff Retreat on January 15, 2014, as well as at the December Board Retreat, and the fund-raising strategy was revised. Staff efforts were to concentrate on increasing revenues from commercial and non-profit professional clients and studio rentals, the expansion of existing and additional training programs, and the continuing pursuit of grant funding from individuals and organizations. Last year's staff target of \$50,000 in grants, sponsorships and donations was not achieved and no financial target amount was specified for this year.

However, the situation is not as dire as this might imply. AIM now has several significant revenue streams, to wit: the major funding grants from Comcast and Verizon, increasing amounts from the commercial use of our facilities, and our ever expanding training efforts which have proved profitable. As success at fund-raising from outside organizations has proven to be not worth the effort, a different strategy for raising funds has now been developed.

This strategy consists of 1) a direct pitch to members and friends for support, and 2) an increase in annual dues from the current \$20 to \$25 for members and from \$35 to \$50 for Friends of AIM. The latter action was approved at the June Board meeting and implementation will begin next year (January 1).

During the year, the Executive Director had prepared a draft letter to AIM members, producers, volunteers and friends which proposed the creation of a Future Facility Fund with the possibility of making a tax-deductible donation to one or more of four funds: the Audio Production Room Fund, the LED Lighting Fund, the Cinema Camera Fund and the Program Server Fund. Following discussions with several Board members including the members of the Development Committee, it was concluded that, particularly since

these four activities are already funded and largely completed (the exception being the program server), it would be preferable to focus on the new LPFM radio station as a fund-raising tool. However, such a letter can not go out until the full Board has taken the action to approve the creation of an LPFM station. Following this Board action, the Director will make appropriate changes in the draft letter. The letter will go out some time after October 1, 2014.

The Committee continues to emphasize that appropriate recognition of donors is essential. Suggestions included: lobby signs, signs in the new audio production room and/or other studio locations, and recognition on our website and in our TV programming as well as at the Annual Meeting.

The Development and Membership Coordinator (Elaine) announced to the Committee that Non-Profit Day* will be restarted and that she is working on the details of how and when it will take place. This has been a successful activity in the past designed to reach out to numerous Arlington community organizations and can be again in the future. The Development Committee encourages this worthwhile effort.

*Non-Profit Day: Each year AIM offers Arlington's non-profits the opportunity to come to our studios to produce public service announcements free of charge. On this special "Non-Profit Day" we produce thirty-second television messages that the participating organizations can use on their own websites, distribute to other media outlets, and air on our public access channels. Our goals for hosting Non-Profit Day are to 1) enable non-profits with small budgets to create professional marketing tools, and 2) provide the Arlington community with important information about the services available to them.

