**Friends of SDPB Quarterly Report, FY22 Q1  
October 15, 2021  
Submitted by Ryan Howlett**

**Sound Vision Campaign**

The Friends of SDPB is closing our capital campaign on October 31, 2021, just two weeks from now. The Sound Vision goal was to raise a total of $13 million supporting three areas: Facilities $1M, Programming $2M, and Endowment $10M. As of today, we have crossed the $14 million dollar raised mark and have met goal in each of the three areas. It is worth noting that we did accept pledges over a 5-year period for programming gifts; and the majority of the endowment gifts are expectancies where we are in donor’s estate plans so there is a significant amount of stewardship and follow-up work to be done. I will have a full campaign report wrapping up the project for our donors and this board in November.

**FY21 Wrap**

FY21 was a record year for the Friends of SDPB with $4.276 million raised. Friends ended the year with 12,500 member families.

Additionally, favorable market conditions led to nearly $900,000 in endowment growth. Friends of SDPB now holds around $6.25 million in endowment in total.

Underwriting sales were $812 thousand, which is very strong considering the economic conditions. 152 corporate partners were active in FY22.

So far FY22 has kept pace and is running very slightly ahead of FY21.

**FY22 Opportunities**

The challenges for FY22 and beyond for the Friends three departments are:

1. Underwriting
   1. Digital sales opportunities. As of today, SDPB offers virtually no digital opportunities for clients despite having a robust website, social media, and e-newsletter program. Clients frequently ask about these options for their underwriting recognition and staff is working on a model that follows the existing philosophy for traditional underwriting in tone and display (no calls to action, doesn’t dominate the property).
   2. Continued correction of underwriting rates; The current sales team is working on bringing up the underwriting sales rates closer to market rates rather than focus on the amount of inventory sold. This should ultimately provide more underwriting avails for them to sell and should be more profitable. This correction has already resulted in
   3. Local sponsorships. The longer lead time that SDPB has given Friends, the Journalism Group in particular, is proving very fruitful. Knowing the schedule allows underwriting staff to venture into communities and seek support for our locally produced programs. The best example of this is Dakota Life, which has seen sponsorships around $5,000 per episode from the communities that were featured.
2. Membership
   1. Sustaining Membership Program (Monthly Giving). Our last major push around enhancing the Sustainer program was in 2013. It is time to pay more attention to this group of donors, which currently is about 35% of our active SDPB membership. We would like to grow this to 40-45% and have this generate $1 million of our fundraising annually. Even minor additions and improvements to the program result in tens of thousands of dollars annually. The sustaining membership program is easily the most profitable portion of our business.
3. Major Giving
   1. Continuing to build the SDPB Legacy Society. Making sure that every one of our major donors is informed about the way to give.
   2. During the Sound Vision campaign, we have developed a core group of donors in the $500-$1,000 annual giving range. We will look to keep these donors active in the post-Sound Vision world and look for ways to get other donors to join them. Before Sound Vision, we had more donors at $1,000 than we did at $500, because we focused on it. We need to pay attention to this cohort.
   3. Flesh out the costs and build major giving opportunities for donors around specific projects, including, but not limited to:
      1. Education and the Early Learning Initiative
      2. Specific programming efforts, documentary fund, music programming fund, et cetera.