**Friends Board Report  
for the Educational Telecommunications Board of Directors**March 16, 2021  
Submitted by Ryan Howlett

As a primer from the new board members (Welcome!), Friends of SDPB seeks support for SDPB from our audience through three primary methods: Underwriting (Advertising Sales), Membership (Pledge Drives, Direct Mail, et cetera), and from Major Gifts from donors ($2,500+).

The Friends organization is in the strongest financial position during my nine years with the organization. All of the fiscal obligations to the SDPB Network and the services we pay for on behalf of the SDPB Network are up to date and

Underwriting

Newly hired Eric Erickson (October 2020) continues to move forward the underwriting department at a rapid pace. Eric has been a strong compliment to Carol Johnson, who continues to do stand-in work for the open West River position. We hope to fill the open WR position yet this month.

Since our last meeting Eric has streamlined the sales process, eliminated many of the non-productive tasks from sales staff’s plates, and implemented a Customer Relationship Management system to streamline the sales process and integrate sales more closely to the SDPB Network’s trafficking system.

This activity has occurred during an uncertain business climate and year-over-year, the new sales team is a plus 12% in revenue with reduced expenses. This revenue occurred while having the lead sales position open for 3 months and the West River position open the entire year to date. Eric also brings an extremely positive attitude and boosts the morale of the team. This was nothing short of a transformative hire.

Membership

Membership also is seeing the fruits of their now 20-month-old transition. Membership revenue is up nearly 16% from FY20, which was a record membership year. The sustaining membership program, which began in earnest in 2013, now delivers over $65,000 monthly to Friends. The team is planning for post-Sound Vision campaign efforts to amplify the sustainer program. This is an incredibly strong team right now. Twyla, Wendy and Adam are building something special, while essentially “on-loan” to the Sound Vision Campaign right now (see below).

Major Giving

The Major Giving team will announce the public phase of the Sound Vision capitol campaign on April 8. This virtual launch will mark the final phase of the $13 million dollar effort. The campaign is broken down into three parts:

* $1M for facilities and studios (completed)
* $2M for program development ($1.5M into the project)
* $10M for the endowment ($9.2M pledged).

The public phase of the campaign will focus almost exclusively on the programming development portion. We will launch with $500,000 left to raise, but with a $125K matching gift opportunity for the first dollars gifted.

Major Giving and Membership are coordinating all of their efforts to overlap for the April – October period that where we expect the public phase of the campaign to occur.