Notes from Virginia Alvarez, KMFA’s Director of Individual Giving

* It has been too soon to tell what kind of effect this will all have on KMFA’s major giving in the coming months. As of now, we’re looking good.
* KMFA’s pledge drive exceeded expectations but was also held early, from March 4 – 10. (Melissa can speak to this is you have any questions.)
* As music stations, and for KMFA as a classical music station, we are uniquely positioned to provide our listeners with a source of escape in uncertain times so our overarching plan is to continue on with our fundraising efforts as we normally would and tweak messaging to be sensitive to the situation and remind listeners that we’re here for them during the hard times.
* A question I’ve seen arise on a number of articles and webinars this week in regard to major giving is whether or not to continue asking. As we move forward with major donor cultivation this spring, our plan is to give our members reassurance that we’re here for them and the music will be here for them, but remind them that we need their support now more than ever before.
* We are currently in the middle of a capital campaign for a new home for KMFA with an ambitious fundraising goal this year, so we will be getting creative with how we reach out to donors, setting up Skype and Zoom calls, calling existing campaign donors just to see how they’re doing right now, etc.
* KMFA hosts a travel program as part of our major donor acquisition and cultivation strategies and are in the process of rescheduling our Paris trip previously slated for April 19 – 27.
* The landscape of the virus situation and its effect are changing daily so I think it’s ok to not have all of the answers immediately, but it’s important to keep key donors updated and keep messaging positive. We’ve been very careful to avoid using the word “cancellation” when talking about the trip, but instead calling it “postponed” and “rescheduled.”
* As far as communications to all of our members goes, we will be deploying message to all of our listeners this week via e-blast from our General Manager.