# Kristin Laporte’s notes from the webinar

19:22-20:59 We will continue regular renewals with modified messaging – we are reminding member that we had to cut the fund drive short and lost about 40% of our drive goal – they are needed now more than ever.

We have a lot of members who expire in March so we’re continuing with those regular renewals and trying to convert them to sustainer.

Our plan is to finish the drive in late April or early May, playing out the last two days of the Music Madness tournament, but we will assess where we are and determine if we need to stay on longer than two days – we likely will.

I’m having one-on-one conversations with board members and major donors about how they can help in our efforts in the coming weeks.

21:59-23:00 We are in a tough position because we are a very events-heavy station. We have already canceled three events and are pretty sure we will cancel the first concert of our summer festival series in May. Without these events we will lose money in underwriting and sponsorships so Membership will be looking at more ways we can help bridge the gap.

24:57-25:22 I have been paying close attention to what our governor and local government are saying. Governor Hogan has been very proactive and I taking the temperature of our community by looking at local leadership rather than national.