

AGENDA
SOCIETY OF PROFESSIONAL JOURNALISTS EXECUTIVE COMMITTEE MEETING
VIDEO CONFERENCE MEETING
DATE: January 27, 2019
TIME: 11 a.m. – 12:30 p.m. EST

1. Call to Order – *Tarquinio*

2. Roll Call – *Hall*
 - a. Tarquinio
 - b. Gallagher
Newberry
 - c. Hall
 - d. Kopen Katcef
 - e. Bartlett
 - f. Koretzky

3. FY2020 Budget Planning Review [Page 2] – *Tarquinio*

4. SPJ's 110th/50th Anniversaries [Page 5] – *Tarquinio*

5. Public Comment Period
(The public can make comments prior to the meeting at www.spj.org/board-meeting.asp.)

Enter Executive Session:

6. Fellows of the Society Selection – *Tarquinio*

7. Sponsorship Task Force Report – *Gallagher-Newberry*

8. Executive Director Annual Review – *Tarquinio, Hall*

Exit Executive Session:

9. Adjournment



DATE: Jan. 17, 2019
FROM: Alison Bethel McKenzie, Executive Director, SPJ
FOR: SPJ Executive Committee

SPJ Fiscal Year Budget 2020: An Initial Overview

I. Introduction

This document serves to provide initial thoughts on Fiscal Year Budget 2020 as we begin to review goals for the coming Fiscal Year and possible areas of adjustment to ensure a balanced FY2020 budget. **It is important to note that this is only a preliminary look at where we hope to find savings and, if necessary, make cuts to achieve the goal of a balanced budget. This information is fluid. We have some significant steps to take before we can put together a draft budget for Fiscal Year 2020.**

Let me note that headquarters' plan is only to submit a balanced budget.

II. Fiscal Year Budget 2019 Overview

The Fiscal Year 2019 budget was passed in 2018 with a budget deficit of \$41,000. Additional income was lost with the departure of some association management clientele, resulting in about \$54,475 in lost revenue. In addition, some unexpected expenses were not calculated into the expense portion of the budget presented in April 2018, including expenses for hiring new staff and consulting fees to train new employees. We are currently calculating what those expenses amount to but can assume that the projected deficit of \$41,000 will be higher. So, the priority is to bring in income to reduce any potential deficit and – best case scenario - to close it completely and end the year in black. We have seven months to make this happen.

While we are working diligently to hold down costs, the real issue is on the income side. We are hoping to bring in unrestricted income through foundation grants and contributions from high net-worth individuals to cover the deficit. We also expect to increase advertising revenue significantly as part of the 110th and 50th anniversary campaigns.

We hope to recoup some income with the addition of association management clients. We are currently in conversations with three nonprofits for their association management business.

III. FY2020 Income

For FY2020, we are aiming to bring the association management income back to the \$138,000 projected in the FY2019 budget. That figure, however, depends on the size and work involved to fulfil the workload demand of each new organization. Some nonprofits we will be able to charge more for services; some less.

With a full-time development manager and having brought advertising solicitation in-house, we expect to increase our advertising and fundraising income – largely due to our promotion of SPJ's 110th anniversary.

Another potential place where we may see a small increase in income is rent. I need to study the current Boys and Girls Club rental agreement and get estimates on refurbishing the basement to potentially rent that out as well.

One option that leadership may consider is an increase in dues. Dues have increased only once in the past 13 years.

Finally, we are expecting greater income from EIJ19 due to increased participation with the attendance of NAHJ members and increased sponsorship because of the participation of NAHJ. Having said that, income could be scaled back considerably depending on the outcome of an SPJ/RTDNA sponsorship policy. Currently, no policy has been ratified by both parties.

IV. FY2020 Expenses

Currently, I have no plans to replace the deputy director position as an outside hire, which would result in some savings. To date, the work of that position – which is significant – has been largely taken over by the Executive Director with several other staff taking on some responsibilities.

We will also see savings in consultancy fees as we no longer have an extra Google consultant and we have brought inhouse the role of advertising sales, which means we will not have to pay sizeable commission fees to our outside vendor. In addition, we should not have costs for consultants to train new employees.

In addition, we hope to negotiate a more favorable contract with the agency that handles sponsorship for EIJ. The contract is up in September 2019 and must be renegotiated. Negotiations on a more favorable sponsorship agreement would need to include RTDNA.



DATE: Jan. 24, 2019

FROM: Alison Bethel McKenzie, Executive Director, SPJ

FOR: SPJ Executive Committee

SPJ's 110th Draft Anniversary Plan/ 50th Anniversary of Women Joining SPJ

What: SPJ is celebrating 110 years of serving journalists and defending First Amendment rights.

Why Celebrate? While 110 years may not be viewed as a significant anniversary, it does provide a significant opportunity to celebrate our history, our successes and, more importantly, our future. It offers unique marketing potential which can help raise SPJ's profile at a time when we must aggressively share our story/mission and significantly grow our support base.

An anniversary provides an organization with a starting point in getting into the door with supporters (especially foundation and corporate: "Help us support 110 years of..."). For example, one major funder is currently considering a \$50,000 gift to SPJ in honor of our 110 years.

Overall, the 110 anniversary provides an opportunity to reintroduce ourselves to former members and supporters and to highlight our longevity, while expanding our base of supporters – without much outlay of cost by SPJ.

Nonprofits' use of anniversaries to raise money is not at all new and is, in fact, standard.

According to Donorbox Nonprofit's blog, "Anniversaries are important for any organization, especially a nonprofit. Anniversaries show a track record of providing service and demonstrate that you have gained the trust of your beneficiaries and proven achievable results.

"Celebrating your nonprofit's anniversary is a great opportunity to thank your staff, volunteers, and the board for their contribution and recognize them for specific achievements. It offers an opportunity for reflection and a looking back at all the challenges that you overcame. This helps invigorate the staff and other supporters.

"Nonprofit anniversaries are also an excellent way to inform the wider audience of your history, your accomplishments, and your plans for the future. Celebrating milestones helps to increase the visibility of your mission, allowing you to highlight your history in innovation or tradition of advocacy, while at the same time giving you the chance to articulate your organization's vision for the future.

"A non-profit anniversary campaign is not something you want to miss out on!"

And Fundraiser Cyberzine magazine produced a study that showed that the anniversary of a nonprofit's founding is "an ideal opportunity to galvanize your employees, board members, donors, foundations, government and corporate sponsors, and to re-ignite their commitment to the relevance, importance and needs of the organization.

"This is a unique opportunity, with the potential for a yearlong marketing program that, done properly, sets the stage for your fundraisers, strengthens your longer-term brand image and improves the organization's ROI," reports Gary Kullberg, a serial nonprofit board member and chief executive of the Kullberg Consulting Group.

"For-profit organizations, both large and small, have long recognized the importance of company anniversary marketing because it isn't just the latest advertising, public relations, direct mail, internet or event program. Rather, it is a unique chance for an organization to link the strength of its past to its plans for the future. For nonprofit organizations this story can be especially important among new members, volunteers and donors," says Kullberg, adding: "And, importantly, anniversaries do not need to be celebrated in multiples of 25 years. Your 33rd can be as powerful as your 75th."

Following is a list of initiatives we hope to carry out with an eye toward fundraising. We will seek sponsorship for lapel pins, yoga mats and 50th anniversary scarves. We will not pursue the scarves or yoga mats without funding. We have yet to price these items.

110 Anniversary Logo

- Will be included in all staff members' email signature lines.
- Will be featured on the website for maximum exposure.
- Will be used on room signs and other marketing at EIJ.

Merchandising Opportunities

- 220 lapel pins to be sold (to celebrate the past 110 years / to celebrate the next 110 years)
- 110-year ribbon at EIJ19
- 250 branded scarves to be sold for \$50 each (*to celebrate 50 years of women in SPJ*)
- SPJ-branded Yoga mats (*to celebrate 50 years of women in SPJ*)

Fundraising Opportunities

- Encourage giving to SPJ at \$110 (highlighted during April 17th Day of Giving Campaign).
- Encourage bigger funding for EIJ
- Advertising at EIJ, Quill and SDX Awards

Marketing Opportunities

- Website

- Logo added to landing page
- Possible messaging: Highlight why SPJ is still relevant 110 years later
- Quill
- Second and third issues of the year to feature the 110 anniversary and 50-year mark for women joining

EIJ

- First 110 SPJ registrants will receive some type of anniversary-based premium
- Anniversary ad will be featured in the program book
- EIJ News team will write a story about the anniversary