

**Arizona School for the Arts
Resource Development Committee Minutes
April 9, 2019 – 7:45am-8:45am**

<i>Present: (voting members in bold)</i>					
Javier Cárdenas, President	P	Anthony Dietz, Vice President	P	Marcia Mintz	P
Betty Hum	P	Leah Fregulia, Head of School/CEO	P	Marion Donaldson, Development Director	P
Agenda Items					
		Minutes:			
End of Fiscal Year Fundraising Statistics		The meeting started at 7:45am.			
Ensuring Annual Fund Fiscal Health in Budget Planning for FY20		Development Director, Marion Donaldson, presented the statistics of annual fund and tax credit giving to the Committee.			
Board Engagement and Investment EOY Discussion		Board President, Javier Cárdenas and Vice President, Tony Dietz, asked questions regarding percentages of ASA families giving and all were asked to brainstorm strategies for supporting messaging and greater engagement and giving from our current base.			
Review of Foundation Prospects for Grants – tabled for May					
Showcase Sponsorship and Ticket Information		All RDC members recognize the ongoing barriers to getting grants from major corporations and tabled the discussion for targeting more family foundations for the May meeting.			
Thank you/Acknowledgement Card Writing for Donors					
		Development Director, Marion Donaldson and Head of School, Leah Fregulia, spoke about the current projections for the end of this year and facing an \$80,000 shortfall. Leah provided the Annual Parent Meeting and Annual Fund and Tax Credit approach history from 2014 to present day. Marion and Leah both encouraged ideas for communication improvement ending this year and starting FY20.			
		Javier Cárdenas, Tony Dietz, and Marcia Mintz are in favor of the Board in tandem with highly involved volunteers- the Arts Advocates- coming together with Leah and Marion to create an FY20 strategy for stronger messaging to the enrolled base.			
		Betty Hum mentioned for non-parent community members a consideration could be made to ask for very specific project funding.			
		Marcia Mintz is willing to take the lead in championing more personal parent asks and strengthening their confidence in presenting ASA’s value proposition in fundraising.			
		All members are united in wanting to welcome a few more parents who give time and donations onto this committee in the new FY20 school year. Marion reminded all members to be thinking of who to bring to Showcase to encourage greater interest and invite them into supporting ASA.			
		Each of the members took 3 names of recent donors who are alumni or alumni parents to express thanks for their ongoing support.			
		The meeting adjourned at 8:45am.			

Additional Comments:
Next and final meeting for FY19 is May 7, 2019

**Arizona School for the Arts
Resource Development Committee Meeting Minutes
May 7, 2019 – 7:45am**

<i>Present: (voting members in bold)</i>					
Javier Cárdenas, President	P	Anthony Dietz, Vice President	P	Marcia Mintz	P
Betty Hum	P	Leah Fregulia, Head of School/CEO	P	Marion Donaldson, Development Director	P
Agenda Items		Minutes: The meeting started at 7:45am.			
Last update for end of FY19 fundraising projection		<p>Development Director, Marion Donaldson, presented the statistics of annual fund and tax credit giving to the Committee. Marion then furnished four names to each committee member of donors with promised donations that have yet to be fulfilled and assigned each of the four Board members to them to make outreach and encourage fulfillment before June 30. Should all donors listed come through, Marion noted that this would enable ASA to reach the \$965,000 fundraising goal for FY19.</p> <p>Board President, Javier Cárdenas, commended Marion and department for pushing for great tax credit donations and slightly exceeding the goal. Javier also recognized Development for fiscal prudence in not having a donor reception and preventing further expense in this challenging fundraising climate. Vice President, Tony Dietz, asked questions regarding parents and ASA families giving tax credit and all were surprised to realize a large percentage comes from extended friends, family, and alumni/alumni families.</p> <p>All RDC members reviewed a list of foundations ranging from mid-level grants to major gifts in order to do some prospecting and identify leads coming into the FY20 school year in August. Recognizing ASA’s historical struggle to get grantor support, Betty Hum suggested reaching out to SCORE (NPO mentoring program that could assist in grant research) and/or Intel with their \$25,000 stipend program to allow retired or semi-retired executives to assist NPOs with special projects.</p> <p>Marcia Mintz, Javier Cárdenas, and Betty Hum have all made outreach for previously identified prospective donors and businesses and thought leaders to bring to Showcase.</p> <p>Javier Cárdenas asked, as a follow up from the April Board meeting and the Executive Committee meeting held at the end of April with several faculty and staff of ASA, the RDC to share any feedback for the feasibility Case for Support prepared by our Capital Campaign Consultant True North Consulting. Marcia Mintz shared that she discussed with consultant that it speaks a lot to the how and not the why and suggested getting clarity on proposing how it effects the reader/prospect directly. Tony Dietz shared that the community performance and collaboration ASA is already doing needs to be identified better. Betty Hum shared that ASA better be ready to launch into fundraising/campaign mode once these interviews are conducted and Marcia Mintz verified this and shared prior experience that readiness on the staff side is key.</p> <p>Leah Fregulia, Head of School, asked to collect any notes RDC members have in order to compile all feedback and follow up with consultant. Leah stated that most likely Sept/Oct is when there would be ample time to conduct these interviews. Both Leah and Marion cautioned the RDC that ASA is at staffing capacity with current workload and that the Board would need to factor this into consideration for timing of Capital Campaign and adding an additional contractor to solely focus on this. Javier acknowledged that all must remain vigilant and focused on operational fundraising goals with the Annual Fund.</p> <p>The meeting ended at 8:45am.</p>			
Discussion of Annual Fund and more Board engagement moving into FY20					
Foundation prospects to focus on for Grant and Major Gift Opportunities in FY20					
Committee support for year-end: Assignment of phone calls and outreach to donors committed to \$2k and more that are not responsive					
Showcase performances and donor cultivation opportunities					
Discussion of the Case for Support prepared by True North Consulting					

Additional Comments:

NPO= Nonprofit Organization