

**Arizona School for the Arts  
Resource Development Committee Agenda  
September 19, 2019 – 7:45am**

<i>Present: (voting members in bold)</i>					
<b>Javier Cárdenas, President</b>	<b>P</b>	<b>Anthony Dietz, Vice President</b>	<b>P</b>	<b>Marcia Mintz</b>	<b>P</b>
<b>Betty Hum</b>	<b>A</b>	Leah Fregulia, Head of School/CEO	P	Marion Donaldson, Development Director	P
<b>Agenda Items</b>					
Annual Goal Discussion	<p><b>Minutes:</b></p> <p>The meeting started at 7:45am.</p> <p>Board President, Javier Cárdenas, called upon Development and Marketing Director, Marion Donaldson, to present the statistics of annual fund and tax credit giving to the Committee based on pledges from registration. Marion explained that there is much nuance in the annual cycle of giving patterns within our base and distilling exact statistics is challenging, however development feels confident through more parent engagement and cultivation efforts, ASA will see more actual dollars realized. Javier requested that the RDC have a regular quarterly update to track progress throughout the year. Everybody is in favor of this. Tony Dietz vocalized concern that ASA's annual "ask" of at least \$2,000/child per year in the wake of not holding Annual Parent Meetings be emboldened. Between the family pledge form and the Frequently Asked Questions information in the packet that gets mailed out, he encouraged making this more prominent in FY21's information. Marcia Mintz agreed and shared that RDC members should craft their curtain speeches to cater to the message that if we want to continue to fund the level of arts investment in our students, more parents need to contribute. Leah Fregulia, Head of School/CEO, and all at the table agreed this is a useful strategy.</p> <p>Marion Donaldson shared two ideas to have the RDC champion in support of the everyday work of ASA's Head of School/CEO and Development Department's offices in accordance with the Board training done through Piper trust. The first is to have current Board members lead outreach efforts with our nearly 50 other members through ASA's 24-year history and the other is to have the contacts listed for introductions to Head of School and/or Development per the annual commitment Board of Director's form they each sign be tracked by members of the RDC. Thus, creating a peer to peer accountability system. Both ideas were discussed and approved as items to push forward to the entire Board in the upcoming meeting. Javier also put forward the idea that more support for sponsorship with Showcase needs to come from the Board. All agreed there is more opportunity for all members to reach out to corporate contacts to help achieve this goal.</p> <p>Leah Fregulia supported Marion in asking for feedback from the committee in the idea of having a 25<sup>th</sup> Anniversary Gala, as many who attended the 20<sup>th</sup> Anniversary event in our community have inquired about the 25<sup>th</sup> celebration. Marcia Mintz quickly supported Marion's point that the current staffing of the development team is at capacity creating meaningful engagement within the ASA enrollment, school event management, and marketing efforts and without a dedicated event planner, it would cost more than ASA would raise. Javier agreed that in many Nonprofit Organization circles he is in, this model is no longer relevant to raising revenue in a responsible way. RDC will continue exploration of how ASA will celebrate and strategically engage alumni and families throughout the year. Marion shared that ASA's incorporation as a Nonprofit Organization was technically in March, but Leah confirmed that enrollment was not until that fall of 1995. All members agreed with the July 1, 2020-June 30, 2021 timeframe being the official celebration of ASA's 25<sup>th</sup> year and we will create meaningful engagement and fundraising strategies for this time in future meetings.</p> <p>The meeting adjourned at 8:45am. The Committee will move the Planned Giving discussion to October's meeting.</p>				
Board Support in Engaging Prior Board Members					
Board Engagement and Investment for FY20- RDC Leading Entire Board					
Planned Giving					
25 <sup>th</sup> Anniversary Discussion					

Additional Comments: