

Arizona School for the Arts
Resource Development Committee Meeting Notes
November 21, 2019 – 7:45am

<i>Present: (voting members in bold)</i>					
Javier Cárdenas, President	P	Anthony Dietz, Vice President	P	Marcia Mintz	A
Betty Hum	A	David Garcia	P	Marion Donaldson, Development & Marketing Director	P
Leah Fregulia, Head of School/CEO	A				
Agenda Items		Meeting commenced at 7:45 am			
Welcome and review of giving stats and RDC member leads for ASA team to make asks		<p>Javier Cárdenas, Board President, asked Marion Donaldson, Development and Marketing Director for ASA, to share the current giving and review the prior years so all are in the know of the gaps and opportunities to help augment the Development Department efforts. As in prior meetings, all recognize that the promises made for the Annual Fund goal are not enough to realize it. Javier reiterated to all that opening up their contacts, seeking Showcase Sponsorship opportunities, and committing to certain speeches to be bold with our \$2,000/child per year ask are necessary. He will remind all members in upcoming November Board meeting. Further, all committee members know that both tax credit and annual fund asks need to be pushed out before December 31 as folks make their charitable gifts. Marion shared that appeal letters to all segments of donors and prospective donors will be going out in the mail in addition to our electronic efforts and web-based outreach.</p> <p>Tony Dietz, Vice President, in prior meeting had shared the concern that our forms given in Annual Parent Meetings or (as in this current year) in the registration paperwork needed a more obvious ask in the center. Marion presented all members with the past 3 years of these forms and suggestions to strengthen this section and edits were made. In December, this committee will review a draft for the upcoming 2021 school year before the Development department goes to print. In reviewing these forms, robust discussion around holding Annual Parent Meetings in conjunction with holding registration as in prior years took place. David Garcia mentioned how similar public charter schools make no apologies about being incredibly upfront with the need for all families who enroll to give. Marion shared that statistically more did return forms with at least some amount pledged than in this current year where we tried another strategy. Marion will discuss with Head of School/CEO, Leah Fregulia, and strategize upcoming school year approach. Further, having the voices of Board members was also presented as an idea.</p> <p>All present members of the committee agreed to lead the Board in signing up to have peer to peer accountability amongst the Board for making all promised introductions to high level donors or other in their identified spheres for Head of School/CEO and/or Development Director prior to the end of the year. Marion collected signups and will ensure the master list is circulated to all in November Board meeting. Within spheres of influence, Javier shared a little bit about how the Arizona Community Foundation Donor Advised Funds works and Marion shared much momentum with ASA brand and impact awareness in this institution. Finance and Resource Development Committee chairs in tandem with the Head of School/CEO, Development, and Finance will further this discussion to strategize how to best align ASA’s investment needs and help open up doors for more family foundation potential donors in the near future.</p> <p>Javier Cárdenas asked all to send prospective Showcase Sponsors to Marion and will also remind the entire Board at the November meeting to do the same. David, Tony, and Javier are also going to share with others about the upcoming December 9th Choral Collage performance as an opportunity to bring key contacts. Again, the entire ASA Board will be encouraged to do the same.</p> <p>Meeting concluded at 8:45am.</p>			
Review of last 3 years Annual Parent Commitment Forms-discussion for FY21 form					
RDC discussion of holding Annual Parent Meetings for all					
RDC working with entire Board for accountability of spheres of influence identified in 1:1 with HOS/CEO –signup sheet to create tracking process					
Tax Credit Push and Annual Fund asks to networks as Holiday Season Approaches					
Showcase Sponsorship and Leads for Family Foundations-vital for health of Annual Fund goal					
Cultivation opportunity: Choral Collage Dec 9					