



- Increase commitment realization
- Cultivate untapped donor groups to engage and give ie. Newly registered parents from over the summer, Alumni, Parents of Alumni, Past Board Members
- Leslie shared that the Development Plan produced by True North last year and the growth strategies included resonated with her and would inform the Development Team's activities:
  - Establish Parent and Family Engagement Council
  - Develop invitational, compelling and donor-centered messaging
  - Establish an annual fundraising and marketing and communications calendar, including direct mail appeals
- More communication (email/letters) during the year, not just learning more info at scheduled annual parent meetings
- Invest in staff and systems and volunteer structures -- NXT Conversion, should have by mid-September
- Establish Alumni Association
- Focus Board of Directors efforts in growing annual fund and expand RDC to include non-board members
- Develop ASA Education Foundation Board
- Javier asked RDC members to discuss what the expectations should be for the Board.
- Allison Otu asked if there were any tools that Development provides to board members or families to facilitate fundraising. Leslie confirmed that we don't currently use online peer-to-peer fundraising (such as Facebook Fundraisers or other online tools). Marcia Mintz confirmed that an email was provided that they could forward to raise funds via the AZ Tax Credit.
- Javier added that board members give curtain speeches before concerts, which would have to be reimagined due to the pandemic. Javier commended how David's speech was particularly special and well-received. Betty and Marcia also gave compelling curtain speeches.
- Marcia mentioned that past messaging was historical, a plea, that we need to raise these funds. Emphasized that messaging should be more personal with a positive message and tone; what ASA contributes to families and the community.
- Allison recognized the remarkable marketing professionals and communicators who are part of the Ad Hoc Marketing and Communications Committee and that perhaps they could support our need for compelling messaging. Noted the opportunity to review ASA brand identity, starting with an anonymous survey to stakeholders to have a greater understanding how they think and feel about the school's brand identity.
- David emphasized that quality education is just not happening on a state dime; families are having to pay something regardless if they are pursuing a private or public school education.

- The discussion segued that we could take advantage of the virtual space to appeal to smaller groups in breakout rooms for more personal appeals, and even segment out by grade or art specialty.
- Javier asked what was the expectation for ourselves (RDC)?
- Leah Fregulia confirmed that last year's goal was \$100,000 for the committee and that close to \$80,000 was raised last year through RDC efforts. RDC should set the goal and talk to the Board about their goal and that the goal should increase year over year. Strong friendraising and recognition is expected from the Board.
- Marcia suggested collaborating with ASA Ambassadors on videos. Leslie shared that she and Leah met with Mr. Chad Kurzawski last week about Ambassadors and development intersecting. Javier asked about the Ambassador honorary board members.
- Betty said that board members could also each do a video (virtual curtain speech) and send it to friends and use it as a fundraising tool.
- Addressing concerns of how the pandemic may impact fundraising, Allison shared that something really interesting is happening in fundraising for healthcare workers and teachers, giving has increased. We all are experiencing an appreciation for teachers right now. Javier shared that during this pandemic that the arts have sustained us, whether it's through movies or music.
- A discussion on donor recognition was prompted by Javier, particularly about the benefits of the Circles of Giving program. How can we be more equitable in our recognition? Allison agreed that valuing people's time is important, perhaps all it takes is a Thank You video from kids. Marcia emphasized that recognition is important for some donors. Challenged the committee to expand recognition so that more donors receive meaningful recognition, but not minimize honoring those who do give at a substantial level.
- 25th Anniversary Discussion was not addressed due to time constraints.

#### **Action Items**

- RDC to set fundraising goal expectations for the Board for FY2021 and champion Development's priorities.
- Javier volunteered to join Leah in the 1:1 board commitments meetings this year. Leah and Leslie will revise the commitment form.
- Leslie to identify new or specific donors/families for RDC to assist with new donor cultivation, donor stewardship, through welcome phone calls/emails as expressions of gratitude for support.
- Beginning of the year letter (Annual Fund fundraising) from HOS to be sent out at the end of August.

	<ul style="list-style-type: none"><li>- Leslie and Leah to reach out to faculty member and Ambassador Advisor Mr. Chad Kurzawski to float the idea of RDC members collaborating with ASA Ambassadors in crafting video messages as a fundraising tool. Marcia is willing to champion this effort and get them excited about these efforts.</li> <li>- Brainstorm and develop fundraising opportunities that create pathways for involvement schoolwide and build relationships with individuals/corporations outside of usual circles.</li> <li>- Leslie to analyze and expand our recognition plans so that it is more inclusive of recognizing the ways many donors give while still honoring those whose financial gifts help to sustain high-quality arts programs, and make recommendations.</li> <li>- Leslie and Allison to engage Ad Hoc Marketing and Communications Committee to consult on compelling messaging and develop a brand survey.</li> <li>-</li></ul> <p><i>Meeting concluded at 8:50 a.m.</i></p>
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Additional Comments:

Next meeting 9/17 at 7:45 a.m.