

**Arizona School for the Arts  
Resource Development Committee Agenda  
August 20, 2020 – 7:45am  
Zoom: 812 3229 9392 Password: wb6erq**

<b>Present: (voting members in bold)</b>					
<b>Anthony Dietz, President</b>	A	<b>David Garcia, Secretary/Treasurer</b>	P	<b>Javier Cárdenas, Past President</b>	P
<b>Marcia Mintz</b>	P	<b>Allison Otu</b>	P	Leah Fregulia, Head of School/CEO	P
Leslie Religioso, Development & Marketing Director	P				
<b>Agenda Items</b>		<b>Minutes:</b>			
<b>Annual Fund Goal and Donor Discussion</b>		<i>Meeting started at 7:45 a.m.</i>			
<b>Board Giving and Engagement for FY21</b>		<b>Discussion Items</b>			
<b>New Fundraising Initiatives for Discussion</b>		- Javier Cardenas opened the meeting to remind members the role of the RDC is to champion and lead board members and families to contribute. Javier continued how he'd like to hear from RDC members later in the meeting how we can recognize those who make non-financial contributions.			
<b>25th Anniversary Discussion</b>		- Javier asked Leslie Religioso to share End of Year numbers for FY20, current giving to date for FY21 and comparison to FY20 and total FY21 Commitments.			
<b>Other Development Office Updates</b>		- Leslie shared that FY20 numbers were strong considering Showcase was virtual and fundraising was not possible. The only other area below budget was grant funding.			
		- David Garcia inquired about the amount of prepaid donations; Javier shared reasoning for pre-paid contributions and Leslie shared that there are \$57,775 in prepaid donations that count toward FY20 numbers. Javier recognized the strong efforts and focus of all RDC members in contributing to the success of last year's Annual Fund.			
		- Leslie shared that RDC members may notice a slight discrepancy of Development Dashboards to financials, but that Development will be working to align in the future. Leslie presented some observations on the data regarding family commitments to the Annual Fund:			
		<ul style="list-style-type: none"> <li>○ About 65% of families pledge to make make to Annual Fund and/or Tax Credit gift</li> <li>○ ASA realizes about 77-79% of total commitments.</li> <li>○ Applying a percentage of 75% realization to FY21 Annual Fund and Tax Credit Commitments results could result in a shortfall, before taking the pandemic into consideration.</li> </ul>			
		- Leslie affirmed goals of the Development Team to mitigate potential fundraising shortfall:			
		<ul style="list-style-type: none"> <li>○ Inspire and motivate families who have not made a pledge to support annual fund</li> </ul>			

- 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>
--	--

Additional Comments:

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