



Arizona School for the Arts
Resource Development Committee Minutes
Thursday, September 17, 2020 at 7:45 a.m.
Zoom Meeting: 812 3229 9392 Passcode: wb6erq

Attendance (voting Members in bold)					
Dr. Anthony (Tony) Dietz, President	P	Dr. David Garcia, Secretary/Treasurer	P	Dr. Javier Cárdenas, Past President	P
Betty Hum	A	Marcia Mintz	A	Allison Otu	P
Leah Fregulia, Head of School/CEO	P	Leslie Religioso, Development & Marketing Director	P		

Agenda Items
Annual Fund Goals & Strategy <ul style="list-style-type: none"> Review of Development Dashboard and Discussion of Current Fundraising Numbers September 2020 vs. September 2019 [PDF]
Board Engagement (Past and Current Members) for FY21 - RDC Leading the Charge
Fundraising Resources & Tools <ul style="list-style-type: none"> Board/Ambassador Videos Board Training Opportunity - Discussion
RDC Support of Donor Stewardship and Acknowledgement <ul style="list-style-type: none"> Gratitude Calls/Notes Assignments - \$4,000+ Donors (includes Prepaid Donors at this level) and Fully Realized Contributions Next steps: Development of Stewardship Matrix
Summarize Action Items/Next Steps
The Resource Development Committee may vote to hold an executive session for the purpose of obtaining legal advice from the Board's attorney on any matter listed on the agenda pursuant to: ARS §38-431.03 (A)(3) Legal Advice

Minutes

The meeting was called to order at 7:45 a.m.

Annual Fund Goals & Strategy Discussion

Javier Cardenas asked Leslie Religioso to share current giving to date for FY21 and a comparison to FY20. Numbers indicate that fundraising is trending behind compared to last year at this time. Leslie reminded RDC that the previous fiscal year's revenue had about \$57,000+ in pre-paid donations from families who would've likely given the first 90 days of school. Therefore, Development is experiencing an expected need to "catch-up." Additionally, due to the unique end of the school year 2019-2020 and the start of the school year 2020-2021, some families have not had the opportunity to learn about the Annual Fund at an annual parent meeting. Most families likely received a mailing with information and a slide deck. Leslie continued to share that Development included a letter in registration packets, introducing the team and information on the Annual Fund, as well as an email sent from HOS at the beginning of September to ASA families thanking and acknowledging Annual Fund commitments and encouraging families to express an Annual Fund commitment in a way that's possible and meaningful to them.

All RDC members present discussed the overall low percentage of family participation in the Annual Fund and aiming for 100% family participation and how it may positively influence perception and support from outside funders and

companies. All discussed a need for empathic outreach at this time, as the pandemic's effects may vary from family to family, and ultimately impact a family's ability to give. Clear messaging focused on shining a light on ASA's connection to the arts and that quality arts in education are still happening, even though we are missing the usual traditions and routines of in-person learning.

Board Engagement (Past and Current Members) for FY21 - RDC Leading the Charge Discussion

Leah Fregulia shared that all board directors have been scheduled for meetings with her to discuss board commitments and efforts to reach the \$100,000 board fundraising goal; meetings are in progress and expect to be completed by the next RDC meeting.

Leah and Javier discussed inviting a non-profit consultant to lead a board training session for fundraising. RDC members responded favorably so that all board members can feel comfortable and empowered to fundraise. Leslie was asked to gather more information and share it with RDC by the next meeting.

Fundraising Resources & Tools Discussion

RDC Board Member/Ambassador Videos:

Leah and Leslie spoke at the all Ambassadors meeting on Friday to gauge interest and participation. There was a favorable response. Leslie will revisit with the Ambassadors Faculty Advisor to express gratitude and provide a timeline to cultivate further involvement beyond the one Board Member/Ambassador pairing confirmed. All agreed that there are ways to produce videos that could ignite creativity within the Board/Ambassador pairings.

Leslie will work with the Ambassador group to garner additional video project participants, suggest RDC board pairings for videos, and identify goals for the videos.

RDC Support of Donor Stewardship and Acknowledgement Discussion

Leslie thanked RDC members in helping to maintain and strengthen relationships with donors and supporters by calling or sending notes/emails of gratitude. Leslie will provide each RDC member with a list of donors, suggested talking points/text, and a modified document to add notes or follow-up needed for the Development team. By the next RDC meeting, Leslie will propose a stewardship matrix detailing how we will endeavor to acknowledge and steward donors who give at different levels and ensure that we recognize all gifts in meaningful ways.

Summarize Action Items/Next Steps

- Plan an October Annual Parent Meeting for new ASA families with HOS, DMD, and RDC.
- Development will initiate outreach to families at this time and identify where RDC can support these efforts.
- DMD will work with the Ambassador group to garner participants in the video project, suggest RDC Board pairings for videos, and identify each video's goals.
- RDC will conduct donor thank/gratitude calls as recommended by DMD. DMD will continue to identify donors for thank you calls and shared at each monthly RDC Meeting.
- DMD to create a stewardship matrix for consideration by RDC members.

The meeting concluded at 8:45 a.m.