



Arizona School for the Arts
Resource Development Committee Minutes
Thursday, October 22, 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	P	Marcia Mintz	P	Allison Otu	P
John O'Neal	P	Leah Fregulia, Head of School/ CEO	P	Leslie Religioso, Development & Marketing Director	P

Agenda Items
<p>Annual Fund Goals & Strategy</p> <ul style="list-style-type: none"> • Review of Development Dashboard and Discussion of Current Fundraising Numbers, October 2020 vs. October 2019 • Opportunities (RDC/Board Support Requested - bolded groups and blue highlighted approaches) <ul style="list-style-type: none"> ○ Opportunity #1: Increasing parent participation and giving in Annual Fund (including Tax Credit) <ul style="list-style-type: none"> ■ <u>New Families, No Pledge</u> <ul style="list-style-type: none"> □ October 29 Group Annual Fund Info Session → Development Follow-up [60+ accounts] ■ <u>New/Returning Families - High Capacity, No Pledge (Lapsed or Never Given)</u> <ul style="list-style-type: none"> □ Host a Small Virtual Group Cultivation Salon or Individual Prospect Calls? □ High-level cultivation, solicitation, stewardship. Targeted engagement. ■ <u>All Families - Tax Credit</u> <ul style="list-style-type: none"> □ Sharing communication out where/when appropriate; Development will take on a multi-channel approach - e-appeals, print piece, social media, Frontdoors [November/December & March] □ November Information Session and Q&A hosted by ASA Parents ■ <u>New/Returning Families - Medium to Low Capacity, No Pledge</u> <ul style="list-style-type: none"> □ Group communication and engagement. Development follow-up. ○ Opportunity #2: Increasing engagement of new donor groups into the Annual Fund pipeline <ul style="list-style-type: none"> ■ <u>Non-ASA Prospect Introductions from Board Members, RDC to lead and motivate discovery process.</u> ■ <u>Alumni</u> [44 accounts in RE, 1,000+ in Excel Doc] ■ <u>Parents of Alumni</u> [795 accounts] ○ Opportunity #3: Increasing Showcase sponsorship support <ul style="list-style-type: none"> ■ <u>Sponsorship prospects for Showcase from Board Members, RDC to lead the motivate discovery process.</u> ○ Opportunity #4: Stewarding relationships for continued/growth in support of Annual Fund <ul style="list-style-type: none"> ■ <u>New/Returning Families - High Capacity, Pledged</u> <ul style="list-style-type: none"> □ Host a Small Virtual Group Engagement Event? ■ <u>New/Returning Families - Medium to Low Capacity, Pledged, No Recurring</u> [x accounts] <ul style="list-style-type: none"> □ Group communication and engagement. Development follow-up. ■ <u>New/Returning Families - Current families, Recurring</u> - Current families [x accounts] <ul style="list-style-type: none"> □ Group communication and engagement. Development follow-up. ○ Opportunity #5: Increasing grant funding
<p>Board Engagement for FY21 - RDC Leading the Charge</p> <ul style="list-style-type: none"> • Update: Board Giving Commitments FY21 Total -\$75,100 + other support (ie. hosting salons, introductions, committee work, etc.)
<p>Fundraising Resources & Tools</p> <ul style="list-style-type: none"> • Board/Ambassador Videos <ul style="list-style-type: none"> ○ Purpose, Use ○ Theme: ○ Board/Ambassador Pairings <ul style="list-style-type: none"> ▪ Carmen Duerinckx, 9th Grade, Guitar, Choir

<ul style="list-style-type: none"> ▪ Casey Hendin, 10th Grade, Piano, Choir, Orchestra ▪ Ava Ganz, 8th Grade, Guitar, Choir ▪ Taylor Levin, 9th Grade, Orchestra, Choir <ul style="list-style-type: none"> ○ Next Steps
<p>RDC Support of Donor Stewardship and Acknowledgement</p> <ul style="list-style-type: none"> • Debrief/Feedback of 1st round of Gratitude Calls/Notes • Next round of Gratitude Calls/Notes Assignments • Interesting article and graphic: "The (Virtual) Arc of Engagement"
<p>Summarize Action Items/Next Steps</p>
<p>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</p>

Minutes

The meeting began at 7:48 a.m.

Annual Fund Goals & Strategy

- Javier Cárdenas asked Leslie Religioso to share current giving to date for FY21 in comparison to FY20. Leslie shared that we are trending almost \$70,000 under compared to last year at this time and acknowledged the legwork that would be needed by the Development team to realize outstanding commitments.
- Leah Fregulia pointed out that there are some additional items that would be helpful to ASA's fiscal health, including a decrease in the bond interest rate and a strong level in Board commitments of about \$75,100.
- Leslie shared an update on the Development team and the new hire for the Donor Relations and Marketing Manager.
- Javier invited RDC members to discuss and share on the opportunities and approaches proposed in the agenda, including re-imagining tools, such as salons to engage support.
- Allison Otu would like to host a virtual salon for her circle/network and asked if we could create a "template" or framework on how to host a salon to make it that much easier for board members to take initiative and host salons. Allison asked Tony Dietz to share how his salon was structured.
- Tony shared that for the in-person salon last year, the structure was introductory remarks and an ask for support by him, he was joined by an ASA Ambassador who shared what being a student has meant to them, Seniors in the Guitar program also performed and made a big impression on all. Tony was unsure of what direct financial outcomes were, but certainly there was value in building community and connection.
- Marcia Mintz emphasized that from her perspective that efforts should be focused on building connection and stewardship with current families, especially during this time. Marcia shared that all families who she made gratitude calls returned her voicemail message and wanted to hear about the school. She added that we may be hard-pressed to engage individuals or companies who do not have an existing connection to the school.
- David Garcia acknowledged Leslie's prior request to co-host an info session on the Tax Credit for families interested in learning more. He also shared ways that his family have been connecting with friends virtually and how it might be something that could be incorporated in any community building events that we host.
- Javier asked Leah and Leslie regarding any updates on Showcase. Nothing of note as of yet, but will keep RDC apprised of developments for sponsorship asks. Discussion was had about other groups hosting virtual events and their success.
- Marcia shared a resource on latest developments regarding the CARES Act and changes in charitable deductions and another potential media partner for Showcase.
- Discussion was made to change future RDC meetings to 7:30-8:30am to have a full hour.

Summarize Action Items/Next Steps

- Recommendation made for a "toolbox" of resources consisting of a slide deck, videos, tax credit info, recorded performances or student perspectives that would enable board members to host salons.
- All RDC members expressed interest to support in hosting a salon and however was needed. Various subjects ranging from tax credits, thank you/stewardship, updates on arts technology, and SEL challenges.

The meeting ended at 8:32 a.m.