



Arizona School for the Arts
Resource Development Committee Minutes
Thursday, November 19, 2020 at 7:45 a.m.
Zoom Meeting: 812 3229 9392 Passcode: wb6erq

Attendance (voting Members in bold)					
Dr. Anthony (Tony) Dietz, President	A	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 November 2020 vs. November 2019 [PDF] <ul style="list-style-type: none"> ○ Not included in Dashboard for now, but good news! Ms. Liz Guzman is a recipient of a Wishes for Teachers Classroom Award! ● Annual Fund <ul style="list-style-type: none"> ○ CARES Act and Charitable Giving <ul style="list-style-type: none"> ■ Information for Board Members about End of Year Giving Opportunities will be in Board Packet [PDF] ■ Incentives apply only to gifts made by 12/31/2020 ■ Include CARES Act info in all end of year giving appeals emails that Development is sending Nov/Dec ○ Annual Fund email sent 11/18 to be followed up by phone calls from Development ○ Next up - Annual Parent Meeting prep - Presentation format and Information/Commitment Form Packet ● Tax Credit <ul style="list-style-type: none"> ○ Moving forward with a short animated presentation video(s), with student testimonials on extracurricular activities ○ Dedicated e-mails, printed postcard mailer, social media posts ○ All shareable resources ○ ASA is in the Frontdoors Giving Guide (digital and print) ● Showcase --> ASA Fest <ul style="list-style-type: none"> ○ Preliminary Details, 25th Anniversary ○ Next up - Sponsorship Levels and packets; Sponsorship Pipeline List ○ Board support of sponsorship efforts
<p>Board Engagement for FY21 - RDC Leading the Charge</p> <ul style="list-style-type: none"> ● Update: Board Giving Commitments (Personal Annual Fund, Tax Credit, and Corp. Matching Gifts) <ul style="list-style-type: none"> ○ FY21 Pledged - \$81,350 + other in-kind support (ie. salons, introductions, committee work, etc.) ○ FY21 Received - \$19,066.00 as of 11/17 ● Update: Board Workshop (Fundraising) with Geronimo Consulting, Inc. - Jerry Diaz
<p>Fundraising Resources & Tools</p> <ul style="list-style-type: none"> ● Annual Report (preview - non-financials) ● Board/Ambassador <ul style="list-style-type: none"> ○ Student stories for year-end giving, email, and mailer ○ Board/Ambassador Pairings <ul style="list-style-type: none"> ■ Carmen Duerinckx, 9th Grade, Guitar, Choir ■ Casey Hendin, 10th Grade, Piano, Choir, Orchestra ■ Ava Ganz, 8th Grade, Guitar, Choir ○ Taylor Levin, 9th Grade, Orchestra, Choir

RDC Support of Donor Stewardship and Acknowledgement

- Next round of Gratitude Calls/Notes Assignments

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

Javier Cárdenas called the meeting to order at 7:45 a.m.

Annual Fund Goals & Strategy

Javier requested a generative discussion on board engagement and opportunities that encompassed Annual Fund:

- RDC members reviewed the current Development Dashboard. There was robust discussion on new tax incentives through the CARES Act and year-end giving opportunities.
- Leslie shared a double-sided one-pager developed for Board members with basic information on the new CARES Act tax incentives, AZ Public School Tax Credit, and other ways to support including matching gifts and Showcase/ASA Fest.
- Communication will have an emphasis on CARES Act tax incentives because they only apply to the 2020 tax year and donations made by 12/31/2020.
- Marcia Mintz requested that in addition to the one-pager that templates be created to make it as easy as possible for Board members to promote year-end giving to the annual fund and promotion of public school tax credits.
- Javier asked Marcia if she would deliver CARES Act 101 information at the next Board meeting to which she agreed. The double-sided one-pager will be included on the Board portal and referenced in the meeting. This document will also be sent out to Board members after the meeting along with templates as a reminder and encouragement to get the word out within their networks about the end of year giving opportunities.
- Allison Otu shared how the team at the U of A has done what is called "thunderclaps" in which teams post the same thing on social media channels to create a noticeable social media effort/campaign, both school accounts but personal accounts.
- Betty Hum asked about the Annual Fund emails referenced in the agenda and to whom was sent to. Leslie shared that two emails were sent: to those with a current annual fund pledge for encouragement to begin support and those without a pledge. These emails included a link to GoASA.org/give to learn more about the CARES Act tax benefits.
- Betty inquired if RDC members could help with outreach to individuals with Annual Fund pledges to check-in and encourage continued support. Leslie shared that she and Leah have made some calls already to top Circle of Giving donors. Javier asked Leslie when RDC could help by making additional calls, perhaps highlighting CARES Act incentives. Leslie envisioned beginning after Thanksgiving Break/first week of December would be a good time.
- Allison inquired about plans to encourage giving among non-parent donors and the grandparent community. All agreed that these groups, including corporations, should be communicated to as part of Development's strategy and Leslie acknowledged broadening communication to involve these specific groups.
- Betty inquired about Giving Tuesday:
 - Leslie explained that Giving Tuesday is a global-wide awareness day of generosity that will take place on December 1, 2020. ASA will acknowledge Giving Tuesday in the December FEM to encourage giving and generosity in a variety of ways.
 - Betty cautioned sending too much information about Giving Tuesday may bring about confusion, especially with all the other requests for support that ASA will be making in the coming weeks. Leslie agreed and envisions Giving Tuesday as being incorporated into existing communication plans as a way to bring attention to charitable giving and support of ASA, but no dedicated campaign about Giving Tuesday will be pursued.
- Showcase/ASA Fest
 - Leslie presented preliminary details on a new vision for Showcase which will be shared with the Board of Directors at the November meeting (time permitting) or December meeting by the Arts Director, Monica Anthony.

- The Development Team will create a menu of sponsorship opportunities and info packets.
- Support from the Board of Directors will be sought to increase the pipeline of sponsorship prospects.
- Update: Board Workshop (Fundraising) with Geronimo Consulting, Inc.
 - Awaiting a scope of work for review and consideration for a fundraising board training opportunity some time in Q3 of 2020-21. An update will be shared at the December RDC meeting.

Fundraising Resources & Tools

- Board/Ambassadors Project
 - Leslie shared that the plan is to incorporate Ambassador student stories in year-end giving communication pieces -- emails and print
 - Leslie shared the concern about capturing and producing videos, especially at this time.
 - Discussion led to recommendations to highlight ASA's role in developing "the student artist," as well as capturing stories of alumni and graduates who have gone on to compelling professions, not just within the arts, but in different fields to highlight ASA's "arts + smarts."
 - Marcia also recommended bringing forth stories/profiles of ASA's exceptional faculty.
 - It was also recommended to include a parent perspective in these fundraising stories.
 - John O'Neal concurred that we should "humanize" our asks and messaging.
- Discussion of the 2019-2020 Annual Report was not done at this RDC meeting; however, a preview of the Annual Report (while awaiting approved financials for inclusion) will be shared with the Board of Directors.

RDC Support of Donor Stewardship and Acknowledgement

- Javier emphasized the importance of RDC members and potentially other Board members to participate in donor stewardship calls.
- Betty asked if RDC members could expand their assistance with calls to families who have made annual fund pledges.
- Javier shared that some calls will be reserved for the Board President, with other calls divided up among board members, and asked Leslie what time frame would be if RDC members could be of assistance to these efforts.

Summarize Action Items/Next Steps

- Leslie/Min will create templates (social media and email) for a board member toolkit on year-end giving and tax credits.
- Javier to inquire with a parent who may be able to help with video production for the Board/Ambassador project.
 - Javier shared interest in an alumni collaboration and Marcia expressed interest in a faculty collaboration to share compelling stories. David Garcia is participating with a student perspective on extracurriculars clubs for tax credit communication.
- Gratitude calls will continue, Leslie to send information on the next round of gratitude calls
- In addition, Leslie will provide a list for RDC to assist with efforts in checking in with Circle of Giving supporters for outreach beginning right after Thanksgiving Break.

Meeting ended at 8:50 a.m.

Next meeting is December 10, 2020 at 7:45 a.m.