



Arizona School for the Arts
Resource Development Committee Minutes
Thursday, December 10, 2020 at 7:45 a.m.
Zoom Meeting: 812 3229 9392 Passcode: wb6erq

Attendance (voting Members in bold)					
Dr. Javier Cárdenas, Committee Chair/Past President	P	Dr. Anthony (Tony) Dietz, President	P	Dr. David Garcia, Secretary/Treasurer	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
Min Skivington, Donor Relations & Marketing Manager	P				

Agenda Items
<p>Board Engagement for FY21 - RDC Leading the Charge</p> <ul style="list-style-type: none"> ➤ 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 - \$24,700 as of 12/7 ➤ Discussion Item: Board Toolkit: Year-End Giving with CARES Act + Tax Credit Information and Templates [PDF] - Distribution and championing with the full Board. <ul style="list-style-type: none"> ○ Board/Ambassadors <ul style="list-style-type: none"> ■ Student stories for future fundraising communication ■ Board/Ambassador pairings <ul style="list-style-type: none"> ● Ava Ganz, 8th Grade, Guitar, Choir ● Carmen Duerinckx, 9th Grade, Guitar, Choir ● Casey Hendin, 10th Grade, Piano, Choir, Orchestra ● Taylor Levin, 9th Grade, Orchestra, Choir ■ Alumni and Faculty features ➤ Discussion Item: Board Workshop (Fundraising) with Geronimo Consulting, Inc. - Jerry Diaz [PDF]
<p>Annual Fund and Donor Stewardship</p> <ul style="list-style-type: none"> ➤ Development Dashboard of Current Fundraising Numbers December 2020 vs. December 2019 [PDF] ➤ Report: Year-End Giving Plans from Development, including annual fund outreach ➤ Action Item: Gratitude Calls/Notes Assignments - 85 donors/supporters during this round, approx. 12 donors/supporter per RDC member ➤ Action Item: Annual Parent Meetings - RDC members to consider and sign-up for February dates
<p>Showcase</p> <ul style="list-style-type: none"> ➤ Showcase, 25th Anniversary Celebration <ul style="list-style-type: none"> ○ Sponsorship Levels and packets; Sponsorship Pipeline List <ul style="list-style-type: none"> ■ Board support of sponsorship efforts
<p>Summarize Action Items/Next Steps</p>

Minutes

Committee Chair Dr. Javier Cárdenas called the meeting to order at 7:48 a.m.

RDC and Board Engagement

- Javier requested a generative discussion on engagement and fundraising goals, and asked RDC to make first contact with their student ambassador pairing. Outlines intent as highlighting the student's interest/area or arts

focus, what ASA means to them, etc. There is room for RDC members' innovation and creativity in these one-on-one discussions/collaboration with students.

- RDC members confirmed their Student Ambassador pairings (4 RDC members and Ambassadors are participating in this project)
- David Garcia requested sharing the overall direction for student ambassador videos, especially as it relates to duration of video and capturing video to provide consistency across efforts. Perhaps leaning on parent Amy McSheffrey's video expertise for guidance on this as it was helpful for the Tax Credit video.
- Leslie Religioso provided communication touchpoints/strategy for year-end and tax credit giving that include:
 - A series of e-blasts (target audience: current parents, grandparents, parents of alumni, friends of ASA, and alumni)
 - A year-end giving mailer (target audience: grandparents, parents of alumni, alumni, friends of ASA)
 - Development team is implementing strategies for personalized follow-up and contact with families regarding annual fund commitments. RDC members all agreed to assist if called upon for personalized outreach at the recommendation of the development team.
 - Email campaign for next quarter to about 200 families to inspire giving to the annual fund, end goal is to make giving approachable and simple.
- Board Communication Toolkit (CARES Act, year-end giving, tax credits) will be ready to be shared with the full Board on 12/14, including a tax credit video featuring two students.
 - Min Skivington has developed more social media content revolving around giving and fundraising, and has also been collaborating with the ASA social media club to create short student videos on a favorite ASA memory, what they love most about ASA, etc. to help increase year-end fundraising efforts.
- Leah Fregulia and Leslie to review scope of work proposal from Geronimo Consulting Inc. regarding and will present recommendations to RDC.

RDC Support of Annual Fund and Donor Stewardship

- The fundraising dashboard was reviewed.
- Leslie shared that she has noticed that there has been activity in giving, especially seen after communications are sent out.
- Javier stated that we must keep our efforts moving forward.
- Javier led a generative discussion for RDC members to consider opportunities for greater parent and community engagement, such as adding a non-board member parent or two as an RDC member or with other committee work.
- Tony Dietz agreed that involvement in committee work can be an area for "big gains" in engagement and fundraising for ASA.
- David suggested that individuals could be invited to help RDC's efforts on a project or ad hoc basis. David continued that the main distinction of RDC compared to any other committee is fundraising, and that engagement with the end goal of fundraising efforts is important to maintain.
- Betty Hum and Marcia Mintz agreed and emphasized that engagement should be strategic and purposeful, and perhaps reaching out to other board members for potential involvement or suggestions of whom to engage.
- Leah shared that it is powerful to have Board Members in parent engagement opportunities such as Town Halls.

Showcase

- Leah shared that teams are developing the vision of Showcase that honors the quality of presentation and culmination of the hard work of the students and faculty.
- Javier stated that once there is more of an overall concept/layout of the event potential sponsors may be more easily identified.
- Leslie shared that she and Leah have already been discussing creating and providing a sponsorship packet for RDC members to review early next year.
- Leslie concluded the meeting that in these last few weeks of the year that the support of the Board in championing year-end giving opportunities (ie CARES Act, tax credits, etc.) is important, and that the creation of the Board toolkit was to make it as easy as possible to share and spread the word on giving to ASA. Board members can also forward along related e-blasts sent by the school to help.

Summarize Action Items/Next Steps

- Leslie provided Ambassador contact information to RDC members and RDC members will reach out to their assigned student pairing.

- Leslie and Min will finalize and share tax credit video during the next Board meeting on 12/14.
- David to check with Amy McSheffrey on some kind of basic guidelines for video production for the Board/Ambassador project.
- Gratitude calls will continue, Leslie will email RDC members directly with materials for Gratitude calls.
- Leslie to provide Showcase sponsorship ideas for RDC review in early 2021.
- Annual Parent Meeting dates for February were not discussed, but will be shared with RDC for consideration.

The meeting ended at 8:46 a.m.

Next meeting is January 21, 2021 at 7:45 a.m.