



Arizona School for the Arts
Resource Development Committee Minutes
Thursday, February 18, 2021 at 7:45 a.m.
Zoom Meeting: 850 7277 0062 Passcode: 484708

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"> ● Discussion: Board Giving Commitments <ul style="list-style-type: none"> ○ FY21 Pledged - \$90,630 (+ other in-kind support ie. salons, introductions, committee, etc.) ○ FY21 Received - \$65,568 (+ \$3,300 from friends/family) as of 2/16 ● Touchbase: Board/Ambassadors Collaborations <ul style="list-style-type: none"> ○ Board/Ambassador pairings <ul style="list-style-type: none"> ■ Marcia - Ava Ganz, 8th Grade, Guitar, Choir ■ Betty - Carmen Duerinckx, 9th Grade, Guitar, Choir ■ Tony - Casey Hendin, 10th Grade, Piano, Choir, Orchestra ■ David - Taylor Levin, 9th Grade, Orchestra, Choir ■ Javier - Alumni
<p>Annual Fund and Donor Stewardship</p> <ul style="list-style-type: none"> ● Development Dashboard February 2021 vs. February 2020 [PDF]
<p>Annual Parent/Guardian Meeting</p> <ul style="list-style-type: none"> ● Update: <ul style="list-style-type: none"> ○ Refresh of Annual Giving and Frequently Asked Questions Packet + Enrollment/Annual Giving Form [Mailing to Current and New Families as an accompaniment to the APMs] ● Discussion: <ul style="list-style-type: none"> ○ APM Presentations for Returning Families - RDC Board Member Participation <ul style="list-style-type: none"> ■ Agenda <ul style="list-style-type: none"> ● Welcome + ASA Update and Vision - Leah ● Board Member/Parent Perspective - Allison, Javier, Tony, David (THANK YOU!) <ul style="list-style-type: none"> ○ Why ASA and why have you committed to supporting ASA? ○ The Board goal to collectively raise, \$100,000 in support, almost 90% there! ○ Why giving is so important ● Annual Fund - Supporting of Our Creative Thinkers and Leaders! - Leslie ○ APM Presentations for New Families - TBA April 2021 ● Update: Gratitude Calls/Notes Assignments <ul style="list-style-type: none"> ○ Development needs to catch up on another round of Gratitude Calls!
<p>Showcase</p> <ul style="list-style-type: none"> ● Discussion: <ul style="list-style-type: none"> ○ Sponsorship Strategy ○ DRAFT - Work in Progress - Sponsorship Opportunities Grid \$7,500 - \$1,000 [PDF] ○ Review of Sponsorship Dashboard and Prospect List [PDF] ○ First sponsor!
<p>Summarize Action Items/Next Steps</p>

Minutes

START TIME: 7:49 AM

Committee Chair Dr. Javier Cárdenas began the meeting by recalling Marcia Mintz' discussion on connecting with families and how it relates to providing an overall perspective on the current situation re: pandemic struggles.

He asked the RDC members how we can welcome back students to campus if a Hybrid learning mode is adopted during the Board meeting on February 22nd.

Annual Parent/Guardian Meeting (APM):

Javier would like each RDC member who is speaking during an APM meeting, to make sure they express their own commitment to ASA. Meaning, how and why they are personally asking for support for the school.

Allison Otu mentioned a recent study on childhood obesity. One of the top three ways to decrease this was increased funding for schools. Is this information we could provide during APM presentations?

Marcia pointed out the difficulties of this past year may have impacted or are still impacting families; we need more of a human approach this year due to the pandemic impacts. She also pointed out needing to acknowledge this year's "ask" as potentially more difficult.

Javier agreed that we need to acknowledge the financial and emotional toll taken on families over the past year.

Betty Hum stated that we should share ways that the school has been able to support students during this time, and how support and giving from families makes things possible.

Leah Fregulia pointed out that arts programs have advanced even during Covid because of the teachers' involvement and support of their students.

Javier suggested that we also point out different data points focused on financial investments such as the amount of technology purchased (e.g. Chromebook purchases).

Dr. Tony Dietz would like to see APM PowerPoint slides beforehand, and suggested indicating how challenging the year has been but that ASA did their best and are now looking forward in a more positive and hopeful light.

Leah asked if any of the RDC members who are presenting at an APM meeting have any PPT slides that they would like to incorporate to let us know so we can add them to their given presentation.

Javier stated he would like any data points that he needs to reference during the presentation.

Tony suggested that the "ask" within the APM packet be more prominent than it is currently.

Leah stated that the \$1M goal of the Annual Fund will still be presented with an ask of families to contribute at a Circle of Giving level to bring us closer to achieving our goal. Also emphasizing that each ASA family has a unique ability to give at different levels if a Circle of Giving level is not possible, and that participation in giving is very important to achieving our financial goal. There's an opportunity to ask for support in the Annual Fund and that we can all be in this together in supporting our students, faculty and school community as a whole.

Board Engagement:

Leslie Religioso shared an update on Board giving and stated that there should be two more corporate matching gifts coming that are around \$7k plus recurring donations that will be completed in the 4th quarter.

Leah also shared that last year was our highest amount when it comes to Board giving at \$87,000.

Tony suggested making an initial ask for donor participation during the February meeting because of potentially increased attendance.

Leah shared that many ASA faculty members have donated their tax credit so it would be nice to give an acknowledgement during the February Board meeting.

Showcase:

Leslie shared that the top sponsorship level of \$10,000 was brought down to \$7,500 based on historical sponsorship support. She also pointed out the \$2,500 level seems to be where past sponsorship support has landed. The addition of a \$1,000 Bronze-level sponsorship is intended to appeal to families and small-to-medium businesses.

Tony suggested adding the ability for sponsors to add the ASA logo onto their own websites and/or acknowledging ASA as an official partner. He also suggested this as part of the Silver and Bronze levels. Javier suggested that we include this added item to all sponsorship levels in order to increase awareness for ASA.

David Garcia suggested that in order to get Board member involvement, it might be a good idea to break out into brainstorming groups for potential sponsors or break out and have quick pitch practice run-throughs.

Tony also suggested discussing this or bringing it up during the March board meeting versus the February Board meeting.

Javier asked whether the final content for the showcase sponsorship packets will be completed by the March Board meeting and the status is on the board training session.

- Leah suggested that instead of waiting for the next Board or RDC meeting to make a decision/review sponsorship packet, that a few RDC members agree to review the items so that they can be finalized and ready for the next board meeting in March.
- The Board training is scheduled for March 22nd.

Leslie will create a sponsorship letter, form and fine-tune sponsorship benefit packages.

Allison suggested that when asking for sponsors or reaching out to sponsors that we be more mindful of what their individual company or organization needs may be and to not follow sponsorship packet, alone.

David suggested that in order to get board member involvement it might be a good idea to break out into brainstorm groups for potential sponsors or break out and have quick pitch practice run-throughs at March Board meetings.

Board Showcase Incentives:

- David - Fun swag bags
- Leslie - Framed personalized certificates
- Javier - ASA-related framed art
- Allison - Total Wine gift card or tasting experience

Board/Ambassadors Collaborations:

Leah suggested that RDC members produce their own ambassador video and then if they need additional help Development can assist them at a later time.

Javier stated there is no hard timeline for videos - members should try and have completed by the end of the academic year.

Betty shared that some student Ambassador connections may already be reaching out to one another.

Tony asked for guidance on one video format; Leslie suggested focusing on the student's story which may help naturally lead to supporting ASA's mission.

Javier also pointed out the importance of including some kind of release form.

Action Items/Next Steps:

- RDC members to go over Showcase sponsorship prospect sheet and start reaching out to potential sponsors.
- Leslie will create a sponsorship letter, form and fine tune sponsorship benefit packages.
- RDC members to connect w/Student Ambassador if they haven't already.

END TIME: 8:56 AM