



Arizona School for the Arts
Resource Development Committee Minutes
Thursday, April 22, 2021 at 8:00 a.m.
Main Building, Large Conference Room or
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	A	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
Annual Fund and Donor Stewardship <ul style="list-style-type: none"> • Development Dashboard April 2021 vs. April 2020 <ul style="list-style-type: none"> ◦ APM Datapoints • Action Item: Gratitude Calls/Notes Assignments
Annual Parent/Guardian Meetings <ul style="list-style-type: none"> • New Families - APM Dates <ul style="list-style-type: none"> ◦ May 10 @ 5:30 p.m. - 5th Grade (Allison Otu) ◦ May 13 @ 5:30 p.m. - 6th - 12th Grade (Carlos Contreras) ◦ August APM (For Families who enroll over summer or missed an APM) - (Karen Lugosi)
Board Engagement for FY21 - RDC Leading the Charge <ul style="list-style-type: none"> • Discussion: Board Giving Commitments <ul style="list-style-type: none"> ◦ 100% Board Giving toward Annual Fund Achieved! • Debrief: Board Engagement Training with Geronimo Consulting
Home: An ASA Showcase - June 3, 2021 <ul style="list-style-type: none"> • Action Item: Sponsorships <ul style="list-style-type: none"> ◦ Sponsorship Budget Goal = \$15,000 / Ticket/Donation Budget Goal = \$45,000 ◦ Board Engagement in Sponsor Outreach - What do we need to provide Board members? • Update: Circle of Giving Engagement, Student Alumni Engagement
Investments (Time and Resources) in Development - FY22 <ul style="list-style-type: none"> • Vision - Connect, Engage, Give <ul style="list-style-type: none"> ◦ Marketing Assets/Collateral <ul style="list-style-type: none"> ▪ Updated Style Guide ▪ Brochure, Fact Sheet(s), School/Fund Development Video, etc. → Marketing Packet ▪ Social Media ◦ Wealth Screening - Individual Giving/Major Donors ◦ Grant Writer ◦ Priorities <ul style="list-style-type: none"> ▪ Volunteer Program ▪ Parent and Family Engagement Council ▪ Parent of Alumni ▪ Student Alumni

Board/Ambassadors Collaborations
<ul style="list-style-type: none">• Check-in: Board/Ambassador pairings
Summarize Action Items/Next Steps

Minutes

Committee Chair Dr. Javier Cárdenas called the meeting to order at 8:02 a.m.

Javier congratulated RDC members and shared that the Board has achieved 100% participation in annual giving. He also pointed out that all must continue their focus on obtaining 100% family giving participation.

Annual Fund and Donor Stewardship

Leslie Religioso reviewed the updated financial dashboard and the newly added “Preliminary Hand-Counted” quantity of returned APM forms. RDC reviewed the estimated number of forms returned, how many need to be returned, how many indicated a gift, and how many did not indicate a gift at this time. RDC discussed the outlook of family giving participation percentage -- preliminary numbers look encouraging!

Leslie pointed out that we also have more pre-paid gifts for the 2021-2022 year than we had last year, which is an encouraging datapoint to consider.

RDC also discussed annual giving projections from newly entering families, applying the calculation of the average gift of all forms currently received. Dr. David Garcia questioned whether the “Potential from New Families” amount seemed high for mostly one grade level. Leslie clarified that this calculation is a projection of commitments to see if we are tracking compared to previous years *potential* support of Annual Fund; it’s possible that we receive less.

Leslie discussed the next round of gratitude calls to donors from RDC and Board Members. As part of the first round, Leslie requested that members reach out in gratitude to donors who’ve indicated prepaid gifts - Leslie will provide assigned lists to members to reach out to. Leslie shared that round two of reaching out would be to monthly giving donors.

Dr. Tony Dietz asked members if they had any guidance on the best methods, times, etc. for reaching out to donors. Javier shared that he found calling donors to be one of the best methods, as it’s much more personal than an email. He also stated that although people tend to not answer unknown calls nowadays, he found that leaving a voicemail with his personal cell number typically garnered a callback. Tony asked whether there was a time of day that was best to call and the overall consensus seemed to be either during regular work hours or whenever you (individually) had the opportunity to.

Leah Fregulia also suggested the idea of members coming in and making phone calls from a school number (if they wanted to), utilizing the ASA stationary to handwrite a thank-you, and the benefits of following up via phone call after emailing or mailing a thank-you.

Allison Otu suggested mailing postcard thank you notes as they are unexpected and stand out in comparison to a formal letterhead thank you letters.

Tony pointed out that providing time for members to write thank yous during an actual meeting had been a successful method for him as he was able to get them done at the given time versus taking blank cards, letterhead, etc. home and potentially misplacing or forgetting to do later on.

Javier discussed the idea of members putting together handwritten thankyou from the entire Board. He also stated he would make sure to highlight this in the next board meeting.

Home: An ASA Showcase

Leslie shared that we have sold eleven (\$50) general access tickets so far, and two (\$250) celebration boxes.

Betty Hum requested additional information about what’s included in the boxes so she can share that when promoting/sharing the event. Leslie confirmed that ticket descriptions can be found online at goasa.org/showcase. Individuals can purchase tickets or sponsorship online.

Javier asked whether any members had additional updates on more Showcase sponsors. He shared that he'd reached out to a banking connection as a potential sponsor and was waiting to hear back.

Tony asked whether we could change the ASA website pop-up to promote Showcase - all agreed this was a good idea. Min to make a website update.

Leslie asked if there were any specific needs from the Board in terms of Showcase sponsorship, ticket, promo info.

Leslie also shared that we'd be doing additional target marketing toward ASA alumni, including the pre-showcase virtual reunion/happy hour event. And that there is also a \$25 Alumni Ticket Package. Tony suggested including a question game similar to Kahoots.

Allison also mentioned the potential of providing pre-purchased Showcase access as giveaway prizes at the Connect2STEM event to help promote Showcase and the school.

Javier suggested considering a similar virtual connection event for Circle of Giving members could also be beneficial.

Tony requested direction/information on sharing Showcase items on their own social media platforms. Min will provide additional information for members on this via email and create a how-to document for all Board members, as well.

Investments (Time and Resources) in Development - FY22

Leslie shared that we will be expanding our marketing assets by doing things such as updating the brand guidelines to provide direction on logo usage, letterhead, etc.

- This will be done in order to maintain better consistency throughout, especially as it pertains to collateral that is shared out by staff, Board members, etc.

Allison pointed out that the half-page handout Min is putting together for the Connect2STEM event about Showcase and ASA would also be a great item to share out.

Leslie also stated we hope to focus additional attention to grants and are considering seeking a contracted grant writer to assist. Leah shared that our intent is to go for larger grants and not the \$1,000 types.

Additional priorities as part of overall development strategy include, growing engagement through the volunteer program and Parent and Family Engagement Council, as well as developing a Parent of Alumni group and continuing growth of student alumni relations.

Board/Ambassadors Collaborations

Tony shared that he'd received the piano video recording from his Ambassador and was waiting on next steps for how the footage could be utilized.

Betty shared that she had been in-touch with her Ambassador but had put things on hold due to all that's been going on (ie back to school, year-end, etc) - she will reach back out to her.

Summarize Action Items/Next Steps:

- Leslie to provide assigned prepaid donor lists to members to reach out to and thank
- Javier/Tony to bring up gratitude methods at the next Board meeting
- Min to make ASA pop-up website update
- Min will share directions/information on social media sharing

The meeting ended at 9:01 a.m.