



Arizona School for the Arts
Resource Development Committee Minutes
Thursday, May 20, 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	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>Annual Fund and Donor Stewardship</p> <ul style="list-style-type: none"> • Development Dashboard May 2021 vs. May 2020 [PDF] • End of Year "Rally" for Annual Fund (Focus on goals achieved and give an achievable goal to meet and celebrate!) • Action Item: Additional Board Support with Gratitude Calls/Notes Assignments - Still have some from last meeting!
<p>Board Engagement for FY21 - RDC Leading the Charge</p> <ul style="list-style-type: none"> • Discussion and Next Steps: Board Engagement and Training with Geronimo Consulting • Update: Board Giving Commitments <ul style="list-style-type: none"> ○ 100% Board Giving toward Annual Fund Achieved! <ul style="list-style-type: none"> ▪ FY21 Pledged - \$96,030.00 + other in-kind support ie. salons, introductions, committee, etc. ▪ FY21 Received - Annual Fund, Tax Credit, Showcase, Corporate Matching, Grants <ul style="list-style-type: none"> • \$85,550 (GIVE) + \$48,830 (GET) = \$134,380!! • Discussion: What are your top 3 priorities for RDC/Board in 2021-2022
<p>Home: An ASA Showcase - June 3, 2021</p> <ul style="list-style-type: none"> • RDC Kudos and Thank you, Sponsors! • Event Timeline <ul style="list-style-type: none"> ○ 5:00 p.m. Pre-Showcase Virtual Reunions for Student Alumni and Parent of Alumni in Wonder Room ○ 7:00 p.m. Home: An ASA Showcase ○ 8:30 p.m. Post-Showcase Talk-Back with Arts Director Monica Anthony, Maria Simiz, Josh Pierce, Jessica Elder and Student Artists • Other ways to support <ul style="list-style-type: none"> ○ Make a gift during Showcase - watch for the special message during the livestream! ○ Showcase T-shirts - goasa.org/shopshowcase
<p>Annual Parent/Guardian Meetings Recap</p> <ul style="list-style-type: none"> • New Families May APM Recap • Next up! August APM for Families who enroll over summer or missed an APM (Karen Lugosi)
<p>Board/Ambassadors Collaborations</p> <ul style="list-style-type: none"> • Check-in: 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

Summarize Action Items/Next Steps

Minutes

Start Time: 8:01 AM

Annual Fund, Donor Stewardship and Board Engagement

100% ASA Board giving was achieved and the overall board giving goal has been exceeded.

Discussion around Board Requirements - *Should there be a give + get requirement?*

- Requiring both “give” and “get” could potentially provide greater flexibility and attract a more diverse group of Board members.
- If a “get” was required, there would need to be a clearly defined measurement of what that entailed and is expected - perhaps something beyond a monetary ask. Or, a requirement of “give” or “get”, not both.
- Requiring a “get” could be more challenging for Board members, which may potentially be isolating.
- A “give” or “get” mentality seemed to be a better route for the ASA Board, specifically.
- Javier posed that, moving forward, the 100% Board participation and giving goal (\$100,000 total) should be retained but consider an additional collective Board requirement of an extra \$50,000 = \$150,000 (total) rather than having an individual member “get” requirement.
 - The point was made that it might be important for the \$50k to be tied to something tangible/concrete. While at the same time, not restricting the funds too specifically. Therefore, it was suggested that identifying certain school-wide budgetary needs could potentially help accomplish this and also help identify and set a framework for specific donor desires/needs. More thought and discussion will be forthcoming with Development.
 - The statement was also made that incorporating some kind of Board competition to identify and bring in specific donors who’d want to restrict their contributions to certain needs would help, as well as identifying specific position statements that could be catered towards potential donor wants while defining what this meant to the Board and why - ie creating a culture of philanthropy.

Discussion and Next Steps: Board Engagement and Training with Geronimo Consulting

- RDC members stated they would like to focus on a call-to-action that’s specific to the ASA BOD
- Define best practices, new technology/fundraising platforms to facilitate fundraising, and next steps
- Establish a more unified platform for future training either all in-person or all virtual (not a mixture, but all in-person would probably be better).
- It was also suggested that providing similar training before a Board Meeting in smaller doses could help increase interest/retention and not be as overwhelming.

Development Dashboard

- We successfully succeeded the Tax Credit goal of \$160k with increased communication, consistency, and awareness and support from Board Members. Annual Fund has also been strengthened with parent/guardian fulfilling commitments, especially after Annual Parent Meetings. More families have also opted to prepay their contribution for the 2021-22 School Year. We also reached \$20k to-date for Showcase Sponsors.
- Javier requested that the number of eligible families giving to ASA be included in the next Dashboard.
- Tony also asked whether we could provide some kind of year-end recognition/achievement message for ASA families as a way of providing feedback/thanks for what their donations helped the school accomplish and fund.

Showcase:

- RDC and ASA BOD members were invited to drop-in one or both of the virtual Alumni or Parent of Alumni Wonder Room Pre-Showcase gatherings. ASA also pointed out that parents of newly graduated seniors would be invited to join the Parent of Alumni gathering.
- Leslie pointed out that during the Showcase livestream, there will be a fundraising opportunity during the livestream to support Showcase, as well as a “Shop Showcase” page online where individuals can purchase Showcase-branded shirts. Board members will receive a t-shirt at the end of the year.

- Tony asked whether there'd be a Showcase teaser shared beforehand in order to entice people to reserve tickets as well as to provide a better understanding of the performance itself. Development to check on this with our production company - Bake Media.

Annual Parent/Guardian Meetings Recap

- BOD members Allison Otu and Carlos Contreras did an outstanding job at the New Family Annual Parent Meetings (APM) in May. Our final APM meeting will be in August and ASA Board Member, Karen Lugosi, will be the featured Board speaker. Leah stated that if there were any board members who did not participate in an APM this year, would have the opportunity to next year.
- Leslie shared ASA BOD Gratitude Call/Note packets that will be available for board members in-person at the BOD Meeting on 5/24 or can be mailed out to members.

Action Items/Next Steps

- Leslie to add number of eligible family giving to Development Dashboard
- Leslie to check in on Bake Media Showcase teaser
- Leslie to mail or have available for pick-up Gratitude Call/Note packets

End Time: 8:44 AM