

# National Assembly of State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

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## DEVELOPMENT COMMITTEE MEMO

**TO:** \*Eduardo Arosemena-Muñoz (CH-PR) Nola Ruth (CM-MO)  
\*Karen Hanan (ED-WA) David Schmitz (ED-IA)  
Janis Julian (CM-DE) \*Julie Vigeland (former CH-OR)  
Kim Konikow (ED-ND) Stuart Weiser (DD-ID)  
\*Omari Rush (CH-MI)

**FROM:** \*Donna Collins (ED-OH), Chair  
Laura Smith

**DATE:** March 24, 2021

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Thank you for serving on NASAA’s 2021 Development Committee!

This committee is about raising awareness of NASAA's mission, programs, and services and inspiring philanthropic investment in our work. Included in these materials are an agenda, background information on fundraising at NASAA, a report on individual giving, and a draft fundraising plan to guide our work in 2021.

In our call next week, we’ll spend a little time getting to know each other, since several new people are joining the committee this year. We’ll also briefly review NASAA’s fundraising history over the last few years.

From there, we’ll delve into the work before us, paying special attention to individual giving, both the annual fund and the NASAA Signature Society. You’ll see that we’ve got both challenges and opportunities—we need to do some rebuilding, and we have some great options to consider in how we do that. Your full participation by sharing your ideas and expertise will aide these efforts and help us also learn from one another's areas of strength.

Thanks in advance for reading through these materials and for sharing your feedback, thoughts and advice. Please let us ([Donna](#) or [Laura](#)) know if you have questions or need any other information in advance of the call. We look forward to talking with you on March 24!

\*Current NASAA board members