

National Assembly of State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

Development Committee Call Summary June 14, 2021 | 2:00-3:00 p.m. Eastern

Committee Members Present:

Donna Collins (ED-OH), Chair
Karen Hanan (ED-WA)
Janis Julian (CM-DE)
Nola Ruth (CM-MO)
David Schmitz (ED-IA)
Julie Vigeland (former CH-OR)
Stuart Weiser (DD-ID)

Staff Members Present:

Laura Smith, CAO, NASAA
Katie Hughes, Development Manager, NASAA

Committee Members Absent:

Kim Konikow (ED-ND)
Eduardo Arosemena-Muñoz (CH-PR)
Omari Rush (CH-MI)

Welcome and Check-In

Donna Collins welcomed attendees and invited everyone to share something positive or fun happening in their lives.

Fundraising Updates and Discussion

Laura reviewed NASAA's fundraising goals, how those goals were established and where we stand:

- The goal for the calendar year is \$125,000 and we're now half way there.
- The goal is based on two pledges of \$25,000 each, which we will use as a match to raise another \$50,000 from Signature Supporters (\$1,000+ donors). The remaining \$25,000 is our goal for gifts under \$1,000, which will be raised throughout the year in the spring campaign, board campaign and year-end campaign.

We discussed the slow response to the spring campaign and how we might boost giving. Ideas included: 1) a second letter; 2) bump up our email solicitation; 3) calls to donors by the committee. Personal outreach makes a big difference to our campaigns and donor retention. Hearing from peers via phone calls or through follow-up messages is very meaningful!

To help council members become more familiar with NASAA, committee members encouraged each other to 1) **schedule Pam Breaux** on upcoming council meeting agendas, and 2) **talk to their councils about NASAA** and how gifts help. Annual fund dollars help support all NASAA's advocacy work (on Capitol Hill, case making materials for states, staff time etc.), and also underpin all the major initiatives in NASAA's action plan.

Laura gave an update on our current foundation projects, including creative aging, a new equity audit project, and the advocacy and messaging work with Ford Foundation (which is ending).

We also discussed fundraising for **Assembly 2022**, hosted by the Mid-America Arts Alliance in Kansas City, MO. There's a \$125,000 conference fundraising goal, and half the funds have already been pledged or secured.

What's Next?

- The next three projects we'll focus on are: 1) the **About NASAA** promotional piece; 2) Signature Supporters Campaign; and 3) 2021 Board Campaign.
- If you haven't made a gift to NASAA yet, please do so at a level that's meaningful to you.
- We meet again on Monday, September 13.

Donna thanked everyone for participating, and for being generous with time, ideas and resources.