

National Assembly of State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

DEVELOPMENT COMMITTEE MEMO

TO: *Eduardo Arosemena-Muñoz (CH-PR) *Omari Rush (CH-MI)
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Janis Julian (CM-DE) *Julie Vigeland (former CH-OR)
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FROM: *Donna Collins (ED-OH), Chair
Laura Smith

DATE: January 14, 2022

*Current NASAA board members

Thank you for serving on NASAA’s 2022 Development Committee! This committee is focused on raising awareness of NASAA’s mission, programs and services, and inspiring philanthropic support for our work.

In our first committee call next week, we’ll spend time on introductions and talking about NASAA’s 2021 year-end campaign (spoiler alert: it was AMAZING). From there, we’ll delve into a discussion of NASAA’s board giving policy. This important conversation has recently been discussed by a few folks within the NASAA family, as well as across the nonprofit sector.

Because board giving is both a development and a governance issue, we’ll start the conversation here with a review of NASAA’s policy and practices. Should our committee have suggested updates or revisions to the policy, we’ll forward those to the Governance Committee for its consideration. The Governance Committee, which is responsible for reviewing and recommending policy changes to the board, will then carry out its work. Ultimately, the NASAA board is responsible for reviewing, changing, and adopting all policy issues.

To inform and ground our dialog, please review this language from NASAA’s [Board Roles and Responsibilities](#) document which articulates our policy for board giving:

Supporting NASAA

As organizational leaders, directors and officers are responsible for setting an example for giving to NASAA and creating a culture that promotes generosity. To achieve this, board members are expected to give annually at a level that is meaningful to them. In addition to personal giving, directors and officers are also expected to help with NASAA's resource development by promoting NASAA in their networks; making contacts; cultivating, asking and

thanking donors; and identifying individuals, foundations and corporations to solicit. NASAA tracks the time all directors and officers contribute to the organization, including time spent on the board; on committees, task forces and advisory groups; preparing for meetings and conference calls; and presenting at NASAA events such as web seminars, leadership retreats and annual conferences. All directors and officers receive a form at the end of the year that details their in-kind service, which must be promptly reviewed, signed and returned to NASAA. These forms help NASAA to match its operating grant from the National Endowment for the Arts and to accurately record the many ways in which people support the organization.

As many of you know, expectations and practices around board giving are changing across the nonprofit sector, driven largely by issues of representation, diversity and equity.

There are myriad resources out there expressing different perspectives and opinions you can look into. In the spirit of open conversation, here are two articles expressing two distinct views:

- [Skin in the Game: The Importance of Board Giving](#), by Avrum Lapin of The Lapin Group, published on the Giving USA website
- [Why We Need to Drop the Idea of 100% Board Giving](#) by Vu Le, founder of the Nonprofit AF blog.

If there are other articles, blog posts or podcasts on this topic that you find particularly useful, we'd love to hear about them.

Thanks in advance for reading through these materials in preparation for our call next week. Please let us ([Donna](#) or [Laura](#)) know if you have questions or need any other information beforehand.

We look forward to talking with you on January 21!