

2022 Individual Giving

The NASAA Annual Fund is intended to raise awareness of our mission, programs and services, as well as to diversify contributed revenue by expanding individual support. Contributions from individuals are so important because they provide unrestricted support where NASAA needs it most—especially for our advocacy work, which is not covered by federal funds or members dues.

Goals

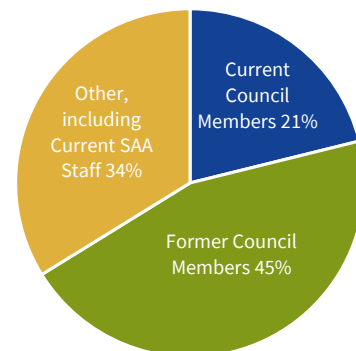
In 2022, NASAA’s Development Committee set a goal to raise **\$150,000** via the Annual Fund. This goal was informed by the performance of the 2021 Annual Fund, as well as the continued commitment of two major donors who gave \$25,000 each to spur giving in 2022. NASAA ultimately raised **\$157,162**, surpassing our goal by nearly 5%.

Activities

From January 1—December 31, NASAA staff and Development Committee members asked people connected to the state arts agency (SAA) field to contribute to NASAA’s Annual Fund.

- **2,697** people were solicited via postal mail, email, social media and personal outreach.
- We resumed **full spring campaign activities**, which included two mailings between May and June and weekly email communications. (In 2020 and 2021, in response to the COVID-19 pandemic, we cancelled or scaled back our spring campaigns.)
- 55 donors received a personal call or email from a committee member during our **August thank-you-thon**.
- For the first time in three years, **we raised funds in-person** in September at NASAA Assembly 2022 in Kansas City, Missouri.
- From September to December, we reached out to major donors in personal, customized ways.
- We held a \$50,000 matching gift campaign at the end of the year (November-December), matching gifts 1:1 with two major donors’ gifts.

Who NASAA Solicited



Giving

- **NASAA raised the largest amount ever from individuals** and surpassed our previous best year (2021) by more than 5%.

- **10% of those solicited responded to our outreach**, an increase from the past two years. Note: part of the higher response rate is because we solicited roughly 300 fewer people than in 2021 (in part because we received less contact information from state arts agencies). Even so, our solicitation numbers remain almost double what they were 10 years ago.
- **We raised \$7,718 from 85 donors during our “22 and You” in-person campaign at NASAA Assembly 2022.** The conference helped engage many new donors, and the strong support shows the importance of raising money in-person when we can. In-person connection also increases awareness and helps build community among attendees.
- **We surpassed both our spring campaign and year-end campaign goals, raising \$11,611 and \$71,563 respectively.** In 2022, we used the same Ripple Effect theme for both campaigns, which allowed us to more consistently show the impact of donors’ gifts.
- The number of **NASAA Signature Supporters** giving in the \$1,000-\$4,999 range rose from 17 to 23, a 25% increase from last year.

2022 Annual Fund At-A-Glance

- No. of donors: 275
- No. of new donors: 68
- No. of recurring donors*: 204
- Dollars raised: \$157,162
- Largest gift: \$25,000
- Smallest gift: \$1

*defined as both renewing and returning donors

2022 Donors

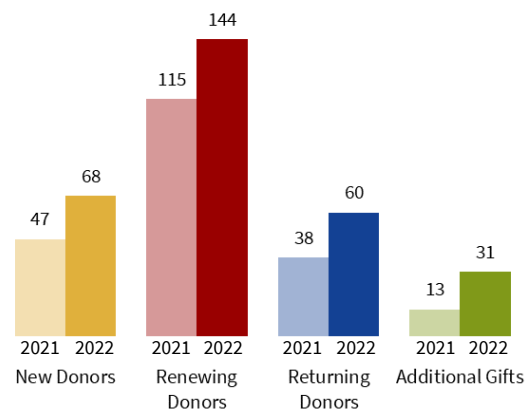
275 people made a gift to NASAA in 2022, up from 200 in 2021—an increase of 37%.

NASAA’s donor retention rate also increased, with **72% of donors who gave in 2021 renewing their support in 2022**. According to the Fundraising Effectiveness Project, the average donor retention rate is just 42%. NASAA’s high retention rate—our highest since 2014—is a true achievement and speaks to the dedication of our donors. It also suggests that donors may be feeling more secure again (it’s typical for giving to drop off, especially to the arts, in times of disaster or crisis).

Both these increases move our numbers back to pre-pandemic levels, a trend that’s evident across the nonprofit sector.

68 people made a first-time gift to NASAA, 44% more than the number of new donors in 2021. Over half of those new donors gave at NASAA Assembly 2022 during our in-person campaign, and nearly a quarter gave as result of

Number of Donors

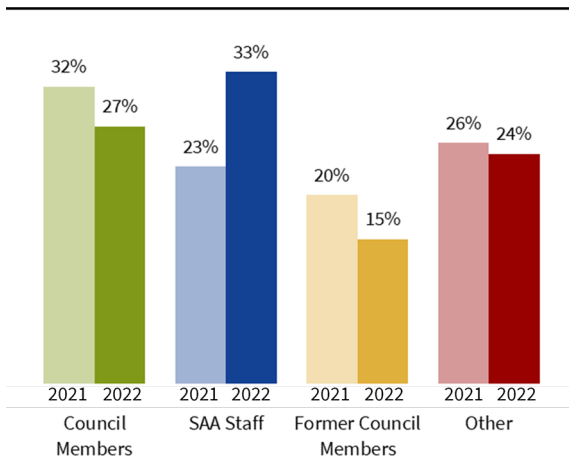


personal outreach made by committee members to their councils and staff. This speaks to the value of face-to-face and peer-to-peer fundraising, and will inform our practices as we work to keep growing our base of support.

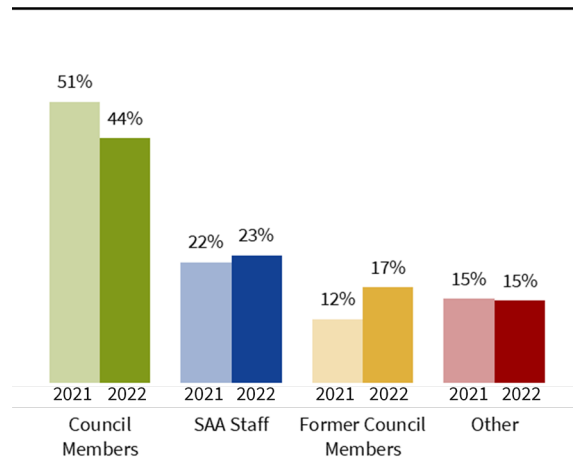
43% of all current donors (115) have been giving to NASAA for five years or more, including 43 who have been giving for 10 years or more and 15 who've been giving for more than 15 years. WOW!

33 executive directors made a gift in 2022, up from 25 in 2021. On average, 58% of EDs give to NASAA, and it is encouraging to see this number bounce back after hitting a record low. The number of SAA staff members who gave to NASAA also significantly increased last year.

Who Are NASAA's Donors?



Where are the Dollars From?

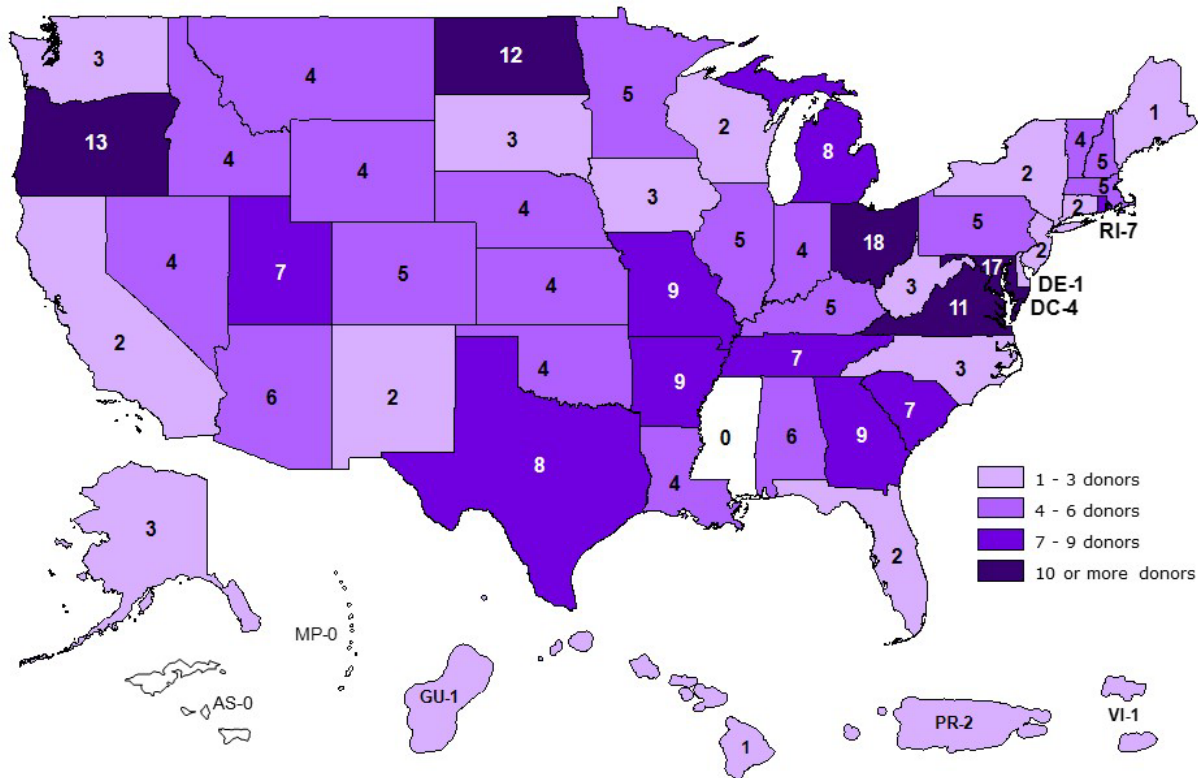


For the first time ever, more SAA staff members gave than chairs and council members. SAA staff (including EDs) comprised 33% of NASAA's donors, while chairs and council members comprised 27%. Even with this shift in donor make-up, the number of chairs and council members who gave still increased to 75 in 2022, compared to 63 in 2021. The number of chairs giving to NASAA also increased, from 13 in 2021 to 16 in 2022.

Donations came from **49 states and four jurisdictions**, showing consistent broad-based support from across the country.

NASAA solicited 570 current chairs and council members and 75 gave, for a 13% response rate—an increase from 2021. Though we're seeing renewed growth in the number of chairs and council members giving over the past two years, the numbers are still below our average. Chairs and council members remain NASAA's largest contributors, and this group has the most potential to give. It is crucial to our efforts to better engage these leaders and regain their support.

2022 Annual Fund Donors Per State



Three anonymous donors, states unknown.

Major Donors

NASAA Signature Supporters—people who give \$1,000 and higher—grew to 30 donors, up from 24 in 2021.

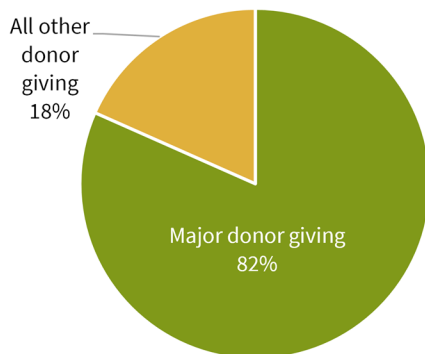
This group gave a total of \$128,306—breaking the record set last year of the most ever contributed by major donors to NASAA. **Major donors contributed 81% of all dollars raised while comprising just 11% of all donors.** There’s a longstanding national trend of 80% of donations coming from just 20% of donors, which means for NASAA that even fewer people are giving most of the funds.

This also means that gains and losses in major gifts have a significant impact on our total dollars raised, which highlights the need for quality donor cultivation and stewardship.

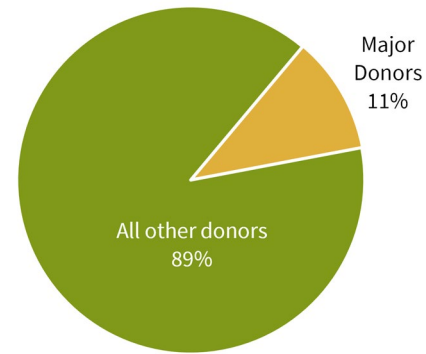
Number of Donors in 2022 Compared to 2021 by Gift Amount

Gift Amount Range	No. of Donors in 2021	No. of Donors in 2022
\$5,000+	7	7
\$1,000 - \$4,999	17	23
\$500 - \$999	13	15
\$250 - \$499	28	21
\$100 - \$249	62	84
\$50 - \$99	52	62

Signature Supporter Giving



Number of Signature Supporters



Board Giving

To advance equity and reduce barriers to participation, NASAA's board giving policy was revised in 2022 to eradicate the practice of requiring financial gifts. The new policy broadens the definition of giving to recognize board members' contributions of time, talents, expertise, thought leadership and resources, and uses engagement as the true measure of an effective board.

In 2022, board members were invited to support NASAA as part of the year-end fundraising campaign (rather than a separate board giving campaign), and 16 people made financial contributions. We appreciate all the ways board members support NASAA and how board leaders guide and represent our members, donors and partners.

Summary and Next Steps

In 2022, NASAA surpassed our financial goal and raised more funds than we have ever before. In 2020, the first year of the pandemic, we lost nearly a third of our donors, most of them in the \$50-\$250 range, and it's encouraging that efforts to rebuild our donor base are heading in the right direction. This year's high retention rate is also an important reversal of a downward trend.

NASAA will use this information from our 2022 individual giving program to inform, strengthen and expand giving for 2023 and beyond. There are many changes and evolutions, in our field and in the world, and we want to stay proactive and adaptive, inclusive and creative. We hope to maintain the gains we achieved in 2022, and to engage members in a way that both strengthens their leadership and inspires their financial support.

Looking ahead, NASAA has several opportunities and challenges:

- **Finding ways to engage chairs and council members is a top priority.** Part of the drop-off in engagement with this important group is because of limited opportunities to gather in person at the national level, or to experience NASAA in a direct way. To that end, NASAA is offering virtual peer group meetings in 2023 to help this group get to know NASAA and each

other better, and to help strengthen their leadership as arts advocates and ambassadors. Working with executive directors to acquire and maintain current contact information is crucial to this effort. Engaging with NASAA can strengthen council members' ability to support their agencies, as well as motivate their support of NASAA.

- **Customization and personal connection are key.** NASAA will pilot customized outreach efforts in a few states—in collaboration with executive directors, Development Committee members and/or board members—to help deepen council members' understanding of NASAA's impact and relevance in their states. There is so much demand on peoples' time and attention, and while our staff capacity limits how much customization we can bring to our work, it's worth the effort to explore what's possible, given the relatively small and specialized nature of our field.
- **We need to continue developing a broad base of donor support.** Having many people giving at many different levels is so important, for a variety of reasons:
 - Lots of people making small contributions adds up fast—the more people giving, the greater their collective impact.
 - Over time, financial diversity helps to grow major giving (because a small number of annual donors eventually become major donors).
 - Financial diversity also provides resilience when there are changes in major giving (right now, even one major donor changing or stopping their giving has an outsized impact on our contributed revenue).
 - People who are motivated to support our work may help connect us with other funders.

How You Can Help

Board members can help by:

- talking about NASAA with your councils (NASAA can give you talking points, and/or you can also arrange a live-video orientation to NASAA services for your council);
- promoting the Chair and Council Member Peer Group meetings and other NASAA resources to council members;
- working with NASAA staff to provide updated staff and council member contact information; and
- introducing NASAA to any funders you know who may be interested in our work.

If you're interested in exploring a more customized approach to your council, please talk with Donna Collins or Laura Smith about what could work in your state. Please also let Laura or Donna know if you're willing to make thank you calls to donors, or have other thoughts or ideas for helping NASAA build relationships. Thank you!