

## MISSION

Arizona Humanities builds a just and civil society by creating opportunities to explore our shared human experiences through discussion, learning and reflection.

## INITIAL STEPS FOR AN AZ HUMANITIES' DEVELOPMENT PROGRAM:

## A CULTURE OF PHILANTHROPY...AND WHAT IT CAN ACHIEVE FOR AZ HUMANITIES:

## ACCOMPLISHMENTS TO DATE:

- **ADVOCACY AND DEVELOPMENT:** AZ Humanities is in the process of building a formal, ongoing development program and has hired a Development Director. Internal and external conversations are occurring in order to plan realistic expectations, processes and goals for initial fundraising. The Board is fully engaged as donors and is becoming more involved in the potential of fundraising to support needed programs and services. One example is the Annual Campaign, which is known as the fundamental step needed to launch and grow a successful nonprofit Development Program. Toward that goal, AZ Humanities is now in the process of adding contacts to its donor prospects and is increasing marketing and PR efforts to increase awareness of AZ Humanities programs, events, and need for financial support. It is also serving as an advocate on relevant community issues. Since "humanities" is a vague term among many people, our awareness efforts will define humanities as well as provide warm, interesting examples of the benefits of humanities. Examples of our work are from many people with diverse backgrounds, demographics and cultures.

## GOALS

- **Organizational Goals**
  - Annual Campaign – AZ Humanities will conduct an Annual Campaign in November and December 2016.
  - Grant Applications – Both applying for and awarding grants are valued and will continue.
  - Identify Prospects for Planned Giving – As we age, people begin to wonder how they will be remembered. Wills and other planned gifts
- **Development Goals**
  - Board goals – Increase revenue by sharing information about the Annual Campaign among those in your personal and business circles. Share a favorite story from AZ Humanities and ask friends, family and associates to donate.
  - Set a reasonable financial goal for the Annual Campaign to reach.
  - Staff goals - Follow daily results and take action as needed to remain on track.
  - The Board, Executive Director and Staff will work toward goals and will be asked to donate to the Annual Campaign to the best of their abilities. The funding community likes 100% support from the Board and Staff; small gifts are welcome, too.

## BENCHMARKS & OBJECTIVES

- Increase the total number of donors to the Annual Campaign by adding names with contacts.
- The Board will review the Major Donor AZ List to identify persons you may know or have a personal connection. People give to causes, and people give to people!
- Review Advocacy topics, locations and outcomes to ascertain AZ Humanities' impact on the issues in which we participated.
- Review Annual Campaign results, revise as needed for 2017; identify Planned Gift prospects.