

Development & Advocacy Committee Structure and Charter

2015 Committee Members

- Mary Lu Nunley, Chair
- Regi Adams
- Andrea Ahmed
- Tina Clark
- Randall Holdridge
- Dr. George Justice
- Dr. Laurel Kimball
- Eshe Pickett
- Al Quihuis
- Jaclyn Roessel
- Dianna Soe Myint
- Dr. Barbara Baderman, Ex Officio

Staff Liaisons

- Celeste Winters, CFRE, MAJ
- Marilyn Murphy
- Brenda Thomson

Purpose

- Establish an action plan for financial sustainability for the AH Board of Directors, including 100% participation in giving by board members
- Develop a process to communicate the story of AZ Humanities
- Create community leader database to assist with spreading the story

Responsibilities

- Create the influential persons database
- Develop with staff, a marketing piece that tells the story of AZ Humanities
- Reach out to influential persons, business and community groups to raise the profile of the organization

2016 Committee Goals and Timeline

- Goal 1: Identify and categorize persons of influence for building relationships and raising awareness of AZ Humanities (**Ongoing**)
 - Review current list of influential and send additional names to committee chair by February 10th. (**Completed**)
 - Committee members contact assigned board members to collect additional 3 or more influential persons by April 15th. (**Completed**)
 - Committee to discuss the use of the list by August 11th
- Goal 2: Evaluate and refine the Case Statement (to create a smaller, 2-sided handout)

- Review current Case Statement and send suggested text and image ideas to staff by February 10th. **(Completed)**
 - Review “market” piece when available
- Goal 3: Explore and develop recommendations, with staff, of recognition levels for giving
 - Prepare draft of recommendations by July 15th
 - Present recommendations to BOD at August 15th meeting
- Goal 4: Review and comment on Marketing Plan
 - Committee review June 9th
- Goal 5: Re-review the committee goals for advocacy and fundraising in conjunction with Marketing Plan
 - Update and edit goals by August 11th
- Goal 6: Build personal and community relationships for advocacy and fundraising in conjunction with Marketing and Development Plans
 - Support BOD members in outreach to individuals, corporations, and community organizations for AH advocacy and fundraising
 - Encourage and lead in 100% giving by BOD members
 - Make the sustainability of the AH Endowment Fund a priority for the AH BOD

Goals 1 and 6 are on-going

Meeting Dates for 2016

- Second Thursday of the month, 1 to 1.5 hours:
- January 14, at AZ Humanities office
- February 11, conference call
- March 10, at AZ Humanities office
- April 14, conference call if needed
- May 12, at AZ Humanities office
- June 9, at AZ Humanities office
- July 15, conference call
- August 11, conference call
- September 8, at AZ Humanities office
- October 13, conference call