

Committee Report

Committee: Development & Advocacy Committee

Liaison to the Board: Mary Lu Nunley

Date of last meeting: September 15th - 2:30pm

Date of next meeting: October 13th - 2:30pm

Attendance: Mary Lu Nunley, Laurel Kimball, Dianna Soe Myint, Eshe Pickett, Al Quihuis
Absent: Regi Adams, Andrea Ahmed, Tina Clark, Randall Holdridge, George Justice, Jaclyn Roessel, Barbara Baderman
Staff: Marilyn Murphy.

Agenda Items September 15th:

- Board giving update
- Board pledge forms (Nov 2016 - Oct 2017)
- Staff updates
 - Staff is working on the year-end appeal
 - We need board member contributions to the mail list for the appeal
 - Board member attendance at programs
 - Review of participants
 - Save-the-Date: Arts Congress Day at the State Capitol March 14, 2017
 - Former AH Chair Dr. Thomas Wilson is now Chair of AZ Citizens for the Arts
 - Humanities Awards Nomination Deadline September 30th, 2016
- Persons of Influence List/New Strategy

Action Items Completed:

- Developed monthly sign-up communications for Board Members attending programs
- Regi Adams and Marilyn Murphy completed Social Media training at the August 19th Board Meeting

***Action Items In-progress/Pending:**

Committee

- Develop new strategy for Persons of Influence List and create plan for outreach.
- Board members to contribute names/contacts for annual appeal
- Committee members can continue to sign-up to attend events to represent AH and provide feedback.

Staff

- Refine and expand the Marketing and Development Plans
- Develop and implement Annual Appeal campaign

Questions for the board/larger group:

- None

Comments:

Notes from September 15th Meeting:

Staff reported on board giving and total contributions (all sources) from 9/12/16. AH reached the NEH match of \$8900, and the match was received. An additional 4 gifts were received from the summer annual report mailing totaling \$1450.

Pledge forms for board giving for 2016-2017 are still coming in. Committee members were encouraged to turn in their pledge forms if they have not yet done so.

Staff is working on developing a year-end appeal plan. Laurel recommended that all former board members are included in the mailing lists. She also recommended that different levels of giving and message should be created for new and current donors. Committee members were encouraged to submit names/contacts to AH staff for inclusion on the annual appeals lists.

Committee members were informed about the save-the-date for the annual Arts Congress Day at the state capitol on March 14, 2017. The Arizona Citizens for the Arts, with newly elected board chair Dr. Thomas H. Wilson (past chair of AH) will host the annual event. Mary Lu and Dianna talked about their experiences attending in the past and the value of the advocacy and storytelling workshops. AH will do a call for board members to attend in early 2017.

Staff thanked board members for attending AH programs in the community and to continue to attend, share posts on social media, and send in any photos. Eshe asked if board members could have an open sign-up sheet to see the other board members attending programs so as not to duplicate efforts. This was attempted several years ago, but was not utilized by members.

Staff encouraged committee members to send in any humanities award nominations by September 30th. Any community members interested in serving on the board should send in an application by September 30th.

Mary Lu discussed the need to develop a new strategy for the Persons of Influence List. Mary Lu will be leading the project to have a process for bringing in new contacts from board members to AH.

Al Quihuis shared that he participated at a Young Authors Day at Mountain View Elementary School that AH supported with photography. Arizona's first female

governor Rose Mofford passed away earlier in the day, and AI suggested we share the photo of Rose and Lorraine from our website with AH social media networks. Marilyn shared the photo on facebook, twitter, and Instagram.

Next meeting is Thursday, October 13th at 2:30pm is by conference call.

Meeting Schedule - 2nd Thursday of the month, 1-1.5 hours - all meetings at 2:30pm unless noted

- January 14th -
- February 10th -
- March 10th -
- April 13th -
- May 12th -
- June 9th -
- July 14th -
- August 11th -
- September 15th -
- October 13th - Conference Call