

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 Al 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

Committee Report

Committee: Development & Advocacy Committee

Liaison to the Board: Mary Lu Nunley

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

Date of next meeting: TBD

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

Agenda Items October 13th:

- Staff Updates
 - Board Giving / Total Contributions Reports
 - Update on Marketing Materials/Rack Cards
 - Piper Training on Data Visualization
 - Board attendance at programs report
- Volunteers Needed for Thank-you notes/calls to donors
- Board Contacts Needed for Annual Appeal
- Develop Tactics for Communicating with Board Member connections

Action Items Completed:

- Assigned Mary Lu Nunley and Dianna Soe Myint to help with thank-you calls and letters to donors
- AH Staff attended Data Visualization Training at Virginia Piper (10/14)

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

Committee

- Board members to contribute 3 names/contacts for annual appeal
- Committee members can continue to sign-up to attend events to represent AH and provide feedback.
- Committee will continue to develop tactics to communication with POI list and contacts after new committee assignments November 1st
- Mary Lu and Dianna will complete donor thank-you calls and emails by October 31st.

Staff

- Implement Annual Appeal

Questions for the board/larger group:

- None

Comments:

Notes from October 13th Meeting:

Brenda reviewed the Board Giving and Total Contributions Reports. Board and Donor Monthly Pledges are run towards the end of the month (after the 20th). Board members are a little under on pledges (16K was pledged and 14K is in). Only 3 members have not contributed this fiscal year. Many members met or exceeded their contribution levels. A reminder will be sent on 10/18 to remind board members about fulfilling pledges for this fiscal year, and submitting pledge forms for next fiscal year. Board members will also be reminded at the annual meeting. As for Total Contributions, there was an increase this year due to the Winn Bundy gift.

AH received a 15K grant from NEH for the Legacy of Race and Ethnicity programs. AH also received travel grants from NEH for the Human/Ties conference and National Humanities Conference. These grants/gifts may come in before October 31st.

Mary Lu asked about Randall's party and if there are to be envelopes or speeches at the event. Brenda explained that there is no ask, and this gathering is for informal introductions and conversation to meet people. Board members should wear their name badges. Winn Bundy is invited to attend, and members should introduce themselves and thank Winn Bundy personally for her generous gift. The majority of the Bundy funds have supported the AZ Speaks program, with approximately 5K for rural children's programs in 2017.

Marilyn reported on the development of new marketing materials, specifically Rack Cards for FRANK Talks and Youth Programs. We may use rack cards with the annual appeal. Brenda discussed how rack cards inspire people by showing what programs their gifts support. These items are informational and a quick way for people to learn more about AH. The development of more rack cards goes back to the Virginia Piper Training staff attended, in which the trainer stressed that we use every opportunity to inform audiences and donors about who AH is and what we do.

AH staff will be attending the Virginia Piper Data Visualization Training on 10/14. AH will learn about Dashboard Reports, utilizing data for annual reports, Excel tips and tricks, and more. The training is designed to show how data can be used to tell a story. A key takeaway will be how to determine what kind of data to share with internal audiences versus external audiences. Regi asked for update/takeaways from the training. Staff will forward the materials.

Two to three Board Member Volunteers are needed to help make thank you calls and notes to donors. Mary Lu and Dianna volunteered. Mary Lu asked if AH has cross-checked donors with POI list. AH Staff will be following up to double check this list by the end of the month.

Board Contacts are needed for the annual appeal. AH staff will be including current donors, past board members, program attendees, and others. A new envelope is being revised to include in the mailing. The deadline is November 15th for board members to send names to be added to mailing list. Mary Lu will have committee members contact board members for 3 names that are good contacts for the annual appeal.

New board committee assignments will be announced on October 21st and terms will begin on November 1st.

The Development and Advocacy Committee will determine new meeting times after committee assignments are announced. The board is in the process of bringing on new officers, familiarizing new members with roles, and a new Manifesto Project board apprentice. Mary Lu shared that the committee will wait for the new assignments in order to address the POI list.

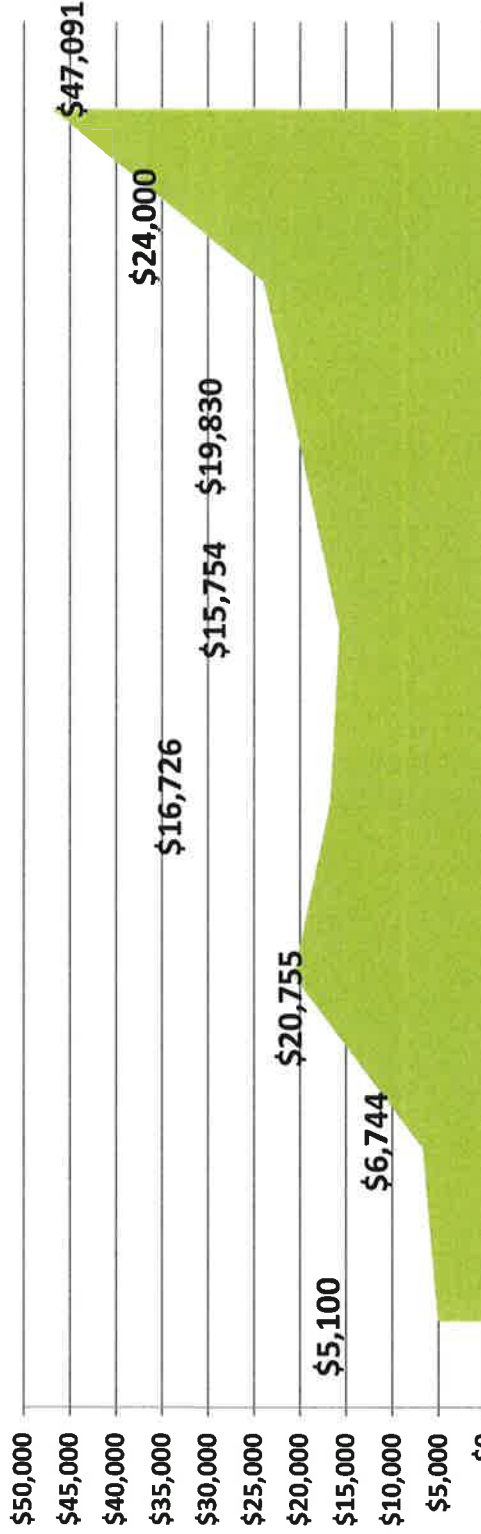
The Awards committee will be voting on Humanities Awards recipients from the nominee list. Brenda noted that the event location is determined by where the nominees reside (i.e. Phoenix, Tucson, Flagstaff). The Development and Advocacy committee will be needed to help with contacts, identify sponsors, auction items etc. for this special event. The Awards event is tentatively scheduled for February 2017, date and location TBD.

Next meeting is TBD.

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

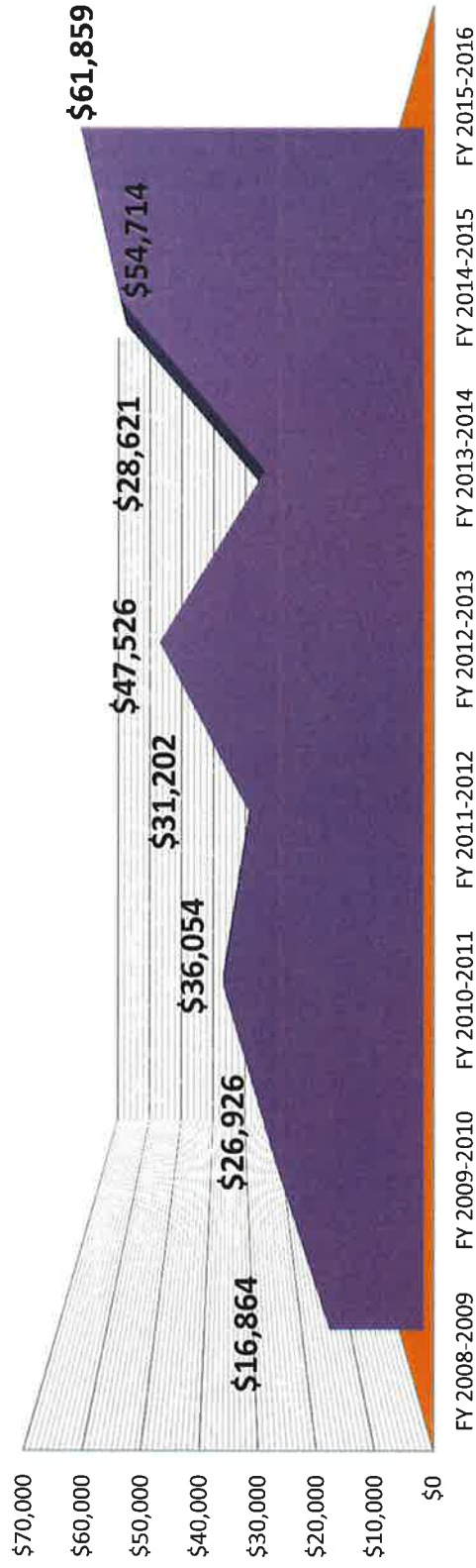
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**Board Giving
through 10-7-2016**



	FY 2008-2009	FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016
# of board	26	26	26	25	28	29	28	24
# of board that gave/ got	17	22	23	23	25	22	24	22
Board Gifts	\$5,100	\$6,744	\$11,655	\$6,776	\$8,454	\$14,730	\$15,131	\$14,410
Soft Credit			\$9,100	\$9,950	\$7,300	\$5,100	\$8,869	\$32,681
TOTAL BOARD GIVING	\$5,100	\$6,744	\$20,755	\$16,726	\$15,754	\$19,830	\$24,000	\$47,091
% of board	65%	85%	88%	92%	89%	76%	86%	92%

**All Constituent Donations
through 10/7/2016**



	FY 2008-2009	FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016
TOTAL Contributions	\$16,864	\$26,926	\$36,054	\$31,202	\$47,526	\$28,621	\$54,714	\$61,859
Number of Donors	92	158	159	140	123	111	157	106
Number of Gifts	115	191	207	201	235	204	258	220
NEH Match Available		\$26,700	\$36,100	\$17,500	\$15,200	\$8,900	\$8,900	\$8,900
NEH Match Received		\$19,160	\$30,004	\$17,500	\$15,200	\$8,900	\$8,900	\$8,900