

Arizona's Children Association
Board of Directors
Fundraising and Marketing Committee
January 25, 2019 – 12:00 PM
Minutes

Conference call # 844-749-3557 code 3484056

Attendees – Cindy Bozik (chair) and Renee Dinwiddie
Staff – Dayna Gabler

1. **Call to Order 12:08 PM**
2. **Review of Previous Meeting Minutes** – postponed for next committee meeting with quorum
3. **Round Table** – Cindy to present Jeffersonian Dinner concept to full Board at upcoming meeting and share video if time permits.
4. **Regional Updates** –
 - a. **Yuma** – Gowan Science Academy made a \$10k donation to AzCA in December and is also hosting a school fundraiser in February. School fundraiser will be an online competition between its elementary students. AzCA staff are supporting creation of online fundraising pages for each classroom teacher and subpages for students. Students who raise over \$25 will receive an AzCA shirt that they can wear to school as an alternative to their school uniform.
 - b. **Prescott** – Annual Raven Café event coming up in April with support from local Board members Pat T and Kathy.
 - c. **Phoenix** – 4th Annual Dancing for Arizona's Children event in December raised \$186k gross revenue and 600+ attendees – highest \$ and attendance thus far over the 4 years. Board member Tom Wisz won Male People's Choice Award!
 - d. **Tucson** – Annual Penny Pitch in December raised \$27k, \$10k more than prior year.
5. **Development/Fundraising Updates** –

Financials – Dayna shared that current Financial reports for December 2018 from Accounting will be replaced by new reports based on additional development dollars fundraised that were not recorded in December. Following edits, Development is above YTD budget but is behind when compared to YTD at the same time last year by approximately \$115k.

Dayna explained that the primary reason for the decline was due to the loss of \$91k from Boeing due to their changing their funding priorities to STEM and another loss of \$42k from Thunderbirds who vaguely stated their justification being that they don't like programs to be dependent on their funds. Dayna reported on efforts to improve financials including but not limited to new and large grant funder requests such as Pulliam pending and strategy session with team to target lapsed donors and improve prospecting.

2019 Plan – Dayna also shared the edited version of the department’s Fundraising Plan for 2019. Full version was shared at previous committee meeting in which committee requested a downsized version that just represented the support that the Board could provide. Specific tasks that Board could help with were included into a revised Board Job Description for full board completion at next Board meeting in February. Also discussed fundraising presentation at next Board meeting and Renee suggested that a thorough review of job description outlining how there are many ways to help would be useful and Cindy suggested Board Source documents as a reference for content.

Dashboard – Dayna reviewed plans for updates to Board Dashboard in relation to Development department Key Performance Indicators. Some metrics such as overall fundraising, accounting of new donors and media activity will stay and some additional metrics to be added include grant win-rate, grant fundraising goal, individual donor retention rate and Facebook unique user views.

6. **Other Business** – Committee discussed that a regularly scheduled meeting time for this committee to be determined following February Board meeting once official roster is determined for committee involvement.
7. **Meeting adjourned at 12:41pm**