

AGF Fund Development Committee Meeting
April 19, 2011, 9:00 a.m.

In attendance: Lisa Altomare, Dawn Lorenzo, Preston McMurry, Barbara Mohr, Don Snider, Marissa Theisen, and Tom Torretta.

The AGF Fund Development Committee met to continue discussing alternative revenue sources, and then focus on the most promising options. As stated previously, AGF's membership dues and grants are not sufficient at this time to cover all of AGF's expenses. The committee is looking for ways to supplement the dues and grants to help AGF end each year on or under budget.

Possible Fund Development Ideas Discussed:

The committee reviewed the "Fund Development Opportunities" spreadsheet that was compiled using the minutes of the previous meeting.

At the beginning of the discussion, Marissa Theisen mentioned the idea of expanding the revenue generating focus to include the entire AGF Board of Directors, the Fund Development Committee, as well as a few key community members (i.e., Rhonda Bannard, Ellis Carter) and bring in a consulting group like MissionWise to facilitate a broad ranging brainstorming session which might generate additional "out of the box" ideas.

After briefly reviewing the full list of ideas generated in March, the committee focused on a few that looked the most promising:

1. Create special member category for Donor Advised Funds (DAF) (ACF, CFSOAZ, Schwab, Fidelity, etc.)
 - a. Considerations
 - Allow funds to Opt-in vs. Opt-out
 - Standard benefits for all or offer a la carte menu
 - Access to listserve
 - Access to AGF Members Only website
 - Access to Member Exchange newsletter
 - Fee based vs. free program attendance
 - Need to flesh out plan before presenting to potential partners
 - Work with ACF and CFSOAZ first, and then strategize on if/how to replicate with others.
 - b. Benefits
 - AGF could provide additional philanthropy education for DAF's
 - Broaden AGF's audience
2. Direct member ask for small grants
 - a. Refine current "member ask" letter
 - Use bullets to make it easier to read

- Break into two pages – second page is a form for members to complete
 - AGF is your toolbox to help you work more effectively
 - Help the sector work together to build and strengthen the sense of community
- b. Approach key contact at each organization
 - Have board members reach out to each member via phone prior to sending the letter
 - Mail the member the “ask” letter with a return envelope
 - Have board members make a follow-up call to each member
 - Is there an incentive/give away (whitepaper, etc) that can accompany the letter?
 - Ask members for new ideas at the same time, i.e.:
 - Please share what you think AZ needs to know?
 - c. Create and name sponsorship levels
 - Sponsor or co-sponsor an affinity group
 - Provide general operation support at any dollar amount
 - d. Create different letters for each member to personalize them.
 - Craft a paragraph in each letter that personally relates to each organization being approached
 - Link AGF to the organization’s mission, number of years as a member, commitment to AGF, etc.
 - e. Timing – after the next board meeting, so it can be discussed with the board
3. Can AGF help lead the charge to gather data and report out on possible mergers and alliances in Arizona? AGF’s Purpose – to advance philanthropy – mission reaches far beyond foundations and membership. Constant conversations about the fact that there are too many nonprofits.
 - Partner with ASU Lodestar and the Alliance of AZ Nonprofits
 - Funder sponsored survey?
 - Survey as many nonprofits as possible to determine opportunities
 - Offer incentives to nonprofits who participate
 - Get nonprofit boards engaged in the surveys
 4. Annual fund drive targeting corporations and wealthy individual donors who make donations but do not want/need the benefits of membership.

The meeting adjourned at 10:45am.