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REGIONAL ARTS  
COMMISSION OF ST. LOUIS



**Regional Arts Commission  
Resource Development Task Force Minutes - DRAFT  
Tuesday, October 19, 2021 @ 11:00 a.m. via ZOOM**



**Attendees**

Roz Johnson (Co-Chair), Andrea Purnell (Co-Chair), Rhonda Carter Adams, Mont Levy, Mary Walsh

Staff: Vanessa Cooksey, Lea Sutherlin

1. **Welcome**

Johnson welcomed everyone to the meeting; Asked Cooksey and Sutherlin to present strategy recommendations.

2. **Strategy Recommendation**

Johnson asked Cooksey and Sutherlin to report.

**eTapestry Demo**

Sutherlin presented eTapestry Demo on suggested donation page.



Cooksey: Discussions have been held on how fund development will grow over time; shared where donate now button would appear on the website; intention is to make it a passive option for people; defined “do not want to compete with grantees”; provides opportunity for individuals who would like to give – having it as an option provides minimal risks to grantees in their regular fundraising efforts, and any dollars collected will go back to grantmaking.

Walsh asked about anticipated average and whether other arts orgs raise their funds in the same way.

Cooksey: This would be scalable; will transition from MailChimp to Blackbaud which will be tested first with commissioners; will talk next about Board giving and

would like to leverage that online instead of checks; A&E primary source of funding is corporate donations and employee giving campaigns similar to United Way; included smaller dollar amounts.

Johnson: Likes idea of tuning it on and off when appropriate; important where the link lives – not “donate now” but frame in a way to offer opportunity to give.

Carter Adams: Conundrum but an opportunity; need to do fund development but don’t want to compete; likes seeing opportunity for giving smaller amount.

Levy: Possibly list all orgs that RAC gives to as part of the landing page for donate button; special RAC initiatives; donate now could then be in collaboration with those we support

Purnell: One outlier from United Way example is RAC does provide programming; as conduit; possibly consider beta testing for this threshold of giving; would like to hear more about what an actual campaign could be; group giving – interesting models of orgs where you can go to as a one stop shop.

Cooksey: New bank account has been opened directly for Blackbaud; maybe use Town Hall as cadence for announcing support for RAC.

Discussion held regarding possibly piloting donation page for one month and assess outcome; relief funds; 35<sup>th</sup> Anniversary Video; adjusting donation dollar amounts; suggested language for donor landing page.

Cooksey and Lea will continue to work on language and developing the landing page; will send suggestions to this committee.

Cooksey then shared suggested letter for annual Board giving. Members of this Committee will send suggested revisions by Nov 1<sup>st</sup>.

### National Grants

Cooksey: Presented on Cain Nonprofit Solutions Workshop on Grant Readiness; Cain has assisted with pursuing major grants and providing strategic counsel and support for federal dollars; looking to this Committee for guidance in identifying goals/directions on how RAC should pursue national grants and determine a long-term internal resource that would support what grant asking looks like over the long term. Grateful to have Liz Deichmann on board to assess programs and grantmaking.

Cooksey then shared grant readiness checklist (sent prior to this meeting) which also included financial infrastructure; RAC’s new grants and programs senior manager has grant writing experience; CNPS has started doing research around national funders; shared list of donations received over time; will send list later as a reference.

3. Discussion on GOS as a priority; possible endowment dollars for programs; fundraising around the strategic plan; finding a possible strategic partner; using CNPS info as a guide for this Committee; education and public art programs as a possible strategic funding opp; vetting and guidance from this Committee to bring to the full Commission – creating an initial path forward for sources of funds; and identifying RAC’s value system.
4. Adjourn

The Resource Development Task Force meeting ended at 12:05 p.m.

Submitted by Lea Sutherlin  
Executive Assistant & Commission Administrator