



ballet

DES MOINES

CAMPAIGN COMMITTEE MEETING NOTES

September 11, 2023 | Collaborate DSM

11:00 AM – 12:00 PM

In attendance: Kirk Besh, Joyce Chapman, Jeff Fleming, Alissa McKinney, Tom Smull, Chuck Swanson, and Connie Wimer

Board: Natasha Sayles

Staff: Blaire Massa

Consultant: Nikki Syverson

WELCOME & INTRODUCTIONS

Kirk Besh called the meeting to order and welcomed the group. He noted that as we are getting started meetings will be held every-other-week to keep things moving, but then as the campaign progresses, we will move to monthly meetings.

CAMPAIGN STATUS

Kirk reported \$680,000 is currently committed to the campaign which is 27% to goal. These gifts are from the initial leadership donors: EMC, Community Foundation, and Bravo. A \$100,000 grant request to Polk County is currently pending.

CASEBOOK REVIEW & FEEDBACK

Blaire Massa walked the committee through the campaign casebook draft. The piece is designed by Jami Milne and will serve as a storytelling prop during donor calls. Feedback was very positive, and suggestions were made to emphasize the Ballet's statewide presence and include a quote/photo of Blaire.

A separate FAQ will be created as a resource for the committee. Some components the committee mentioned would be helpful in the FAQs are: list of Ballet partners, floor plan, how the ballet is viewed nationally, and other facts (ex: the dancers and most staff are from outside of Iowa).

NAMING OPPORTUNITIES

Draft naming guidelines were discussed by the group. The committee had great ideas on the art installation, but agreed some additional parameters would be helpful at this point. A suggestion was also made to name the "Stage Door" at \$100,000. The committee will continue to provide feedback as the staff refines the naming options with a goal of finalizing late September/early October.

MAKING THE ASK

Nikki Syverson shared a slide deck that outlined the prospecting and request process. That deck is included as part of these minutes.

SEPTEMBER 21

Blaire reminded the group of the importance of getting the right donor prospects to the September 21 rehearsal. This is a pivotal opportunity to show the quality and standards of BDM. RSVPs are currently at 12, and attendance goal is 30 – 50.

NEXT MEETING

The next meeting will be held on Tuesday, September 26 at 11am.