



## EVENTS & OUTREACH COMMITTEE

### AGENDA

Monday, July 13, 2020 - 12:00 pm–1:00 pm

<https://wvc.zoom.us/j/4675301522>

#### CALL TO ORDER

1) **CONSENT AGENDA**

A. July 2020 Minutes

2) **OLD BUSINESS**

A. 2020-21 Fundraising Plan

i. Events

3) **NEW BUSINESS**

A. Fall Appeal

4) **OTHER BUSINESS**

A. 2020-21 Meeting Schedule

B. Report to the Full Board

#### ADJOURNMENT

#### Upcoming Events:

Board Orientation & 2019-20 Review – August TBD

Board Retreat – September 21

#### Upcoming Meetings:

Executive Committee – TBD

Full Board Meeting – TBD

Budget & Finance Committee – TBD

Events & Outreach Committee – TBD

Board Portal: [www.wvc.edu/boardportal](http://www.wvc.edu/boardportal)



## EVENTS & OUTREACH COMMITTEE

### MINUTES

June 4, 2020

Via Zoom

**MEMBERS PRESENT:** Barbara Carrillo, Neil Neroutsos

**MEMBERS ABSENT:** April Clayton, Kathy Coffman, Marile Kunkel, Bryce Mackay

**STAFF PRESENT:** Nancy Barrett, Holly Bernard-Jones, Rachel Evey, Ellora La Shier

Meeting called to order at 4:10 pm.

#### 1) CONSENT AGENDA

- A. May 2020 minutes not reviewed due to no quorum.

#### 2) OLD BUSINESS

- A. Spring Appeal: Rachel Evey reviewed spring appeal statistics and final piece of mail. Volunteers are still needed for gratitude videos to donors.
- B. 2020-21 Fundraising Plan: Group reviewed draft of 2020-21 work plan. Committee discussed fundraising goals, specifically a fun run with a fundraising goal designated for Knights Care Fund and a signature event on the Wells House lawn that would replace annual gala. Group also discussed stewardship events which have no fundraising goals but do typically produce gifts.

#### 3) NEW BUSINESS

- A. Committee Chair: Barbara Carrillo is stepping down as chair and ending her term on foundation board. She expressed her gratitude and committee members and staff expressed theirs. April Clayton will chair in coming year.

#### 4) OTHER BUSINESS

- A. 2020-21 Meeting Schedule: Staff will send out doodle poll to ask about keeping or changing meeting day/time.
- B. Report to the Full Board
  - i. Fundraising Plan
  - ii. Committee Chair

Meeting adjourned at 4:31 pm.

Meeting minutes prepared by Holly Bernard-Jones.





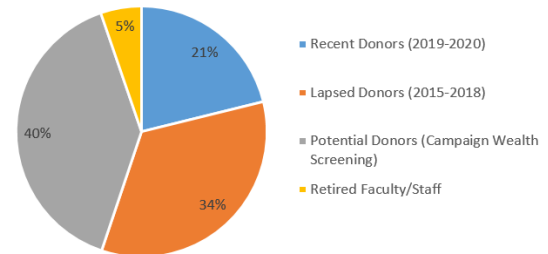
## 2020 Spring Appeal Report

	Amount Raised	Number of donors
Unrestricted gifts	\$6,455	31 donors
Designated gifts	\$4,065	24 donors
<b>2020 TOTAL</b>	<b>\$10,520</b>	<b>55 donors</b>
2019 Year End TOTAL	\$13,835	31 donors

### Mail appeals:

	2020	2019 YEAR END
Pre-Appeal Letter	1,347	-
Panel Card	1,347	1,688
Postcard	1,306	1,688

Audience Type



### Online appeals:

Facebook Posts	9	April 20 – June 18
Engagements	109	Likes, comments, shares
Impressions	2446	Number of times post is seen
Facebook Videos	9	April 20 – June 18
Engagements	421	Likes, comments, shares
Impressions	3921	Number of times post is seen
Emails	3	Approx. 3,700 recipients
Average Open Rate	15%	Percentage of people that open email
Average Click Rate	0.4%	Percentage of people that click a link

### Expenses:

	2020	2019 YEAR END
Printing:	\$1,294.82	\$1,284.55
Postage & Handling:	\$1,956.49	\$1,348.27
<b>TOTAL</b>	<b>\$3,251.31</b>	<b>\$2,632.82</b>

2020 Fall Appeal Timeline													
Theme: Scholarships													
Section	Activities	Owner	20-Jul	27-Jul	3-Aug	10-Aug	17-Aug	24-Aug	31-Aug	7-Sep	14-Sep	21-Sep	28-Sep
Planning	Branding Development	Ellora/Nancy											
	Content Development	Ellora/Nancy											
Mail	Main Appeal (letter)	Ellora/Nancy											
	Reminder Postcard	Ellora/Nancy											
	Quarterly Thank You Postcard	Nancy											
Email	Newsletters	Nancy											
	Solicitations	Ellora/Nancy											
	Thank You Email	Ellora/Nancy											
Social Media	Facebook Fundraiser w/Match	Ellora/Nancy/Rachel											
	Facebook posts: Student feature	Nancy				1x	1x	1x	1x	1x	1x	1x	1x
	Video updates from Rachel	Nancy/Rachel	1x	1x	1x	1x	1x	1x	1x	1x	1x	1x	1x
	Facebook posts: Thank you!	Nancy											
Video (Tentative)	Script Development	Ellora/Nancy											
	Recorded Video Thank Yous	Board Volunteers											
WVC Employee Campaign (Videos)	Summer Update / Scholarship App	Ellora/Rachel											
	Fall Appeal	Nancy/Rachel											
	Welcome Back	Rachel											
OTHER PROJECTS													
Other Projects	Scholarship Application - Fall "Mini" Cycle	Ellora											
	Scholarship Reception Preparation	Ellora/Nancy											

**NOTES**

Planning
Execution