



DEVELOPMENT COMMITTEE

AGENDA

Monday, January 9, 2023 - 12:00 pm-1:00 pm
Zoom only- <https://wvc.zoom.us/j/4675301522>

CALL TO ORDER

1) CONSENT AGENDA

- A. December 2022 Minutes

2) OLD BUSINESS

- A. Debrief: Piatigorsky Foundation
- B. Debrief: Scholarship Celebration
- C. 2022 Year-End Appeal Report

3) NEW BUSINESS

- A. Distinguished Alumni 2023
- B. Knight at the Wild – Feb. 10
- C. Donor Appreciation Event – May

4) OTHER BUSINESS

- A. Report to the Full Board

ADJOURNMENT

Upcoming Events:

Knight at the Wild- Feb. 10 6pm

Upcoming Meetings:

Executive- Jan. 9 4pm

Full Board- Jan. 23 12pm

Board Portal: www.wvc.edu/boardportal



DEVELOPMENT COMMITTEE MINUTES

December 12, 2022

Members present: April Clayton, Jorden Jessup, Danielle Marchant

Members absent: Daryl Ferguson, Bryce Mackay, Brett Peterson, Cathy Rixey

Staff present: Rachel Evey, Jill Leonard

CALL TO ORDER 12:05pm

1) CONSENT AGENDA

- A. November 2022 Minutes approved by consent without changes

2) OLD BUSINESS

- A. Scholarship Celebration- partnership with WVC graphic design students. Scholarship booklet going to printers today. Similar format to last year, with statistics and award details. Includes donor list, volunteers, and scholarships that will be awarded later this year. Final version will go up online as well as out in the mail, with a Spanish version that will be available online. Extra booklets will be ordered for board members and community partners to display in their offices.
- B. Year-End Appeal
 - i. Giving Tuesday- social media and digital marketing is student-centric and tied to GiveNCW. Mail pieces have gone out with donation envelopes, to a couple of different audiences.
 - ii. GiveNCW- Set a goal of \$5,000 for Giving Tuesday, so far have reached about \$4,000. Lyle Markhart won a Funday Monday and split that extra gift between us and another organization. We are likely to surpass our goal, as people tend to really give in the last week of the year. We have been featured in a lot of the GiveNCW marketing and have already surpassed last year's total raised.
- C. Piatigorsky Foundation Concert – Dec. 14- Wine reception will begin at 5:30, with the concert to start at 6:30. The Woods family and musicians will attend dinner afterward with Rachel Evey, as usual. Attendance is unsure due to a lot of donors being out of town for the winter, though an effort was made to contact local retirement communities as well, so it would be on their activities calendar.

3) NEW BUSINESS

- A. 2023 Activities- Full academic year with events nearly every month, including appeals with marketing activity. Events on the memo are separated by Foundation-lead events vs Foundation-supported to demonstrate commitment needed by staff and board.
 - i. Donor Appreciation Event- mid to late May to avoid Apple Blossom. Recommendation to hold an evening event again, as it is most convenient for working professionals. Tentatively set for May 19th. This date will be proposed to the Full Board for approval. We will try to get some scholarship recipients or student senate members to attend as guests, and ask them to speak only if they are comfortable. Proposal from Jorden Jessup to also allow donors to speak to the recipients, if they are inclined. Planning for the event will continue.



- ii. Knight at the Wild- foundation's main role is to sell tickets and support the college's efforts to us the event as a recruitment tool. Thoughts to use the VIP box as the Foundation's welcome to Dr. Harrison packet. That way the Foundation board members can sell tickets and use this as an opportunity to get to know him.
- iii. Food Truck Knight- Friday September 29th is the likely date for next year. Questions in the memo in packet- How can we increase funds raised? When should we announce the date publicly? And is there a better way to engage alumni? Suggestion from Jorden Jessup to announce our date around Apple Blossom and piggyback off the excitement from that event and give people another Food Truck even to look forward to in the Fall. This time around, we will charge the food trucks either a flat fee, or some kind of percentage of sales in order to raise more funds. This method of charging the trucks will be discussed further in coming meetings. The next event will likely be larger, with more trucks and services spread out over a larger area. Also consider that there may be an athletic event at the same time, and we could partner with the Athletics department to advertise that as well. As for engaging alumni, we could potentially have an alumni booth, perhaps as a partnership with the bookstore, since they do have alumni merchandise and swag.

4) OTHER BUSINESS

- A. Report to the Full Board

ADJOURNMENT at 1:01pm

Minutes taken by Mireya Sanchez



Piatigorsky Foundation Concert

DATE: December 14, 2022

To: WVC Foundation Committee/Board

From: Jill Leonard, Communications Specialist

Results

- 25 people attended
 - 14 donors
 - 9 non donors
- \$262 in donations from 3 donors

What Went Well

- Setup
- Concert
- Reception before concert with wine only

Things to Improve

- Attendance
 - December was poor timing for a number of reasons, however the foundation hosts the concerts based on dates provided by the Piatigorsky Foundation.
 - Those in attendance were very engaged.
 - Board members Kathy Coffman and Beverly Jagla have offered to help with future outreach.

Thank you to board members who attended and brought guests!

- Kathy Coffman
- Beverly Jagla
- Danielle Marchant

Piatigorsky Concert 12/14/2022

INCOME:

Tickets	No Charge	
Donations	3	\$262.00
Total Income		<u><u>\$262.00</u></u>

EXPENSES:

Printing	\$68.49	
Postage	\$177.90	
Beer/Wine	\$80.00 *	Headcount 25 people
Wine Cups	\$3.26 *	*2 bottles of Rose, 2 bottles of red, and cups leftover from Spring 2022 events
Banquet Permit	\$10.00	
Total Expenses:		<u><u>\$339.65</u></u>
Net Profit		\$ (77.65)

2022 Year-End Appeal Report

	Amount Raised	Number of donors
Unrestricted gifts	\$14,177.00	72*
Designated gifts	\$84,675.72	51*
2022 TOTAL	\$98,852.72	123 donors
2021 TOTAL	\$119,199.52	75 donors
2020 TOTAL	\$69,275.00	83 donors

*Increased from 2021.

Donation Details

Designated Donations

New Scholarships	\$8,473.70
Existing Scholarships	\$50,642.02
General Scholarships	\$310.00
Program Support	\$25,250.00

Received 19 major gifts (\$1,000+) across unrestricted and designated categories.
(Up from 18 in 2021.)

Notes:

- The stats do *not* include Give NCW (details below).
- Pledge payments (e.g. Building Futures campaign) are not included in stats.
- Two estate gifts were received during the time of our year-end appeal. These are not included in the stats above. The gifts were \$150,000 from Tod Rauth Jones for the Tod Rauth Jones Nursing Endowment and \$100,000 from Audrey Lois Carson for the Howard Mann Scholarship.

Components:

Mail Appeal: Mailing list of 1,455 current, lapsed, and potential donors received a postcard and one ½ fold appeal with customized message per segment.

Digital content: 4-6 posts per week on social media (Facebook and Instagram) from November 25 – December 31, 2022. These posts were a mixture of educational pieces to an ask to donate. New this year were promotional videos from faculty, board, and staff donors. See example below. Our social media reach grew over this period. See stats below.

E-blasts- New this year, Rachel sent out two video messages to kick off the giving season. The First Video was emailed to 539 people who gave in the last 7 years. It has a 10.9% watch rate with 229 open rate. The second video was sent to a list 1120 people who have an email in our system. It has a 2.3% watch rate with 275 open rate. We also sent 6 targeted e-blasts to different segments of our database. The average open rate was 23.15%.

Give NCW: 2nd year participating. Directed all online giving to GiveNCW.org. \$17,231 including \$1,921 in Funday Monday and shared funds.

2021: \$7,191, including \$4,151 in prizes, matching, and shared funds. Most gifts from returning donors, plus several DAF gifts.

Expenses:

	2022	2021	2020
Printing: <small>*2021 costs paid through college budget</small>	TBD	\$1,280.82	\$1,102.23
Postage:	TBD	\$1,839.04	\$1,322.02
Design Work	n/a	\$800.00	n/a
Facebook Boosts	n/a	n/a	\$40.00
TOTAL	TBD	\$3,919.86	\$2,464.25

Invoices have not been received from our vendors for printing and postage yet.

Sample Content



[Brett Riley Video](#)



Wenatchee Valley College Foundation

Published by Jill Leonard · 6d · 🌐

Because someone cares...

Students like Karen can pursue their dreams of becoming a nurse. Often the demands of class schedules, clinicals, and studying makes it near impossible to work a job.

"Having the scholarships reduces my stress while in the nursing program and enables me to focus on my studies. The scholarships also remind me of the generous people in the community who are supporting me in pursuing this goal." Karen

These students are so appreciative of community members who step up and donation.

Today is the last chance to help us reach our goal of \$20,000 to empower students to fulfill their goals by responding to emerging needs.

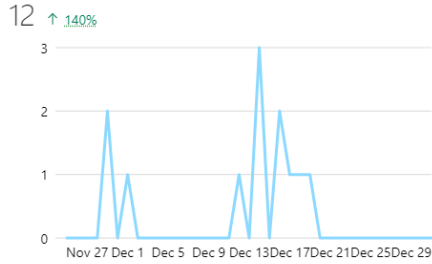
Donations to Give NCW will fund the foundation's efforts to provide access to education through college readiness workshops, emergency assistance, and community outreach.



Social Media Metrics

New likes and follows

Facebook Page new likes ⓘ

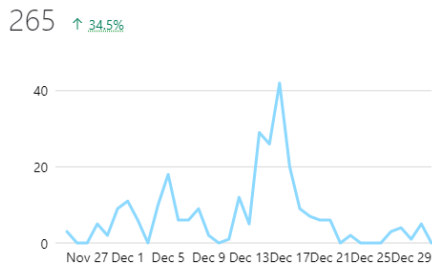


New Instagram followers ⓘ

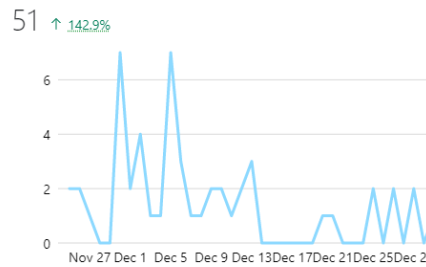


Page and profile visits

Facebook Page visits ⓘ

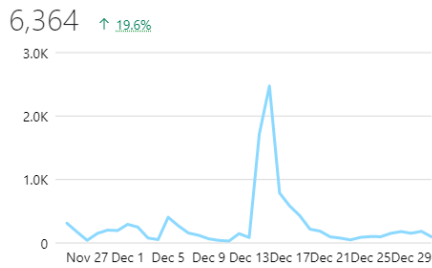


Instagram profile visits ⓘ



Reach

Facebook Page reach ⓘ



Instagram reach ⓘ

