



WENATCHEE VALLEY  
COLLEGE  
—FOUNDATION—

## Donor Relations Committee

January 8, 2025

# Agenda

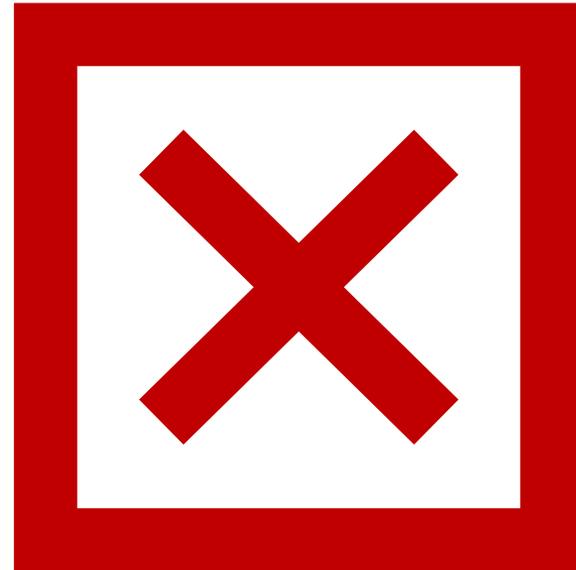
- ▶ Recap of 2024 Fall Quarter Goals
- ▶ Developing New Goals
- ▶ Upcoming Events
- ▶ Appendix

# Recap of 2024 Fall Quarter Goals

# Business Sponsorships

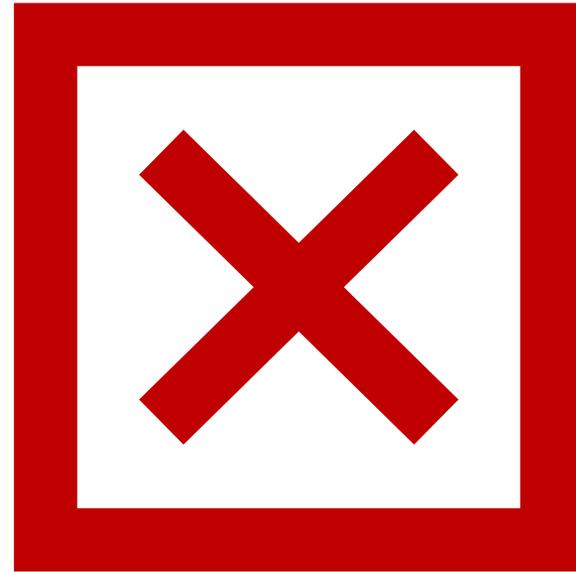
**100% of board members (14 board members) make an ask by 11/29/24**

- ▶ Four board members made an ask



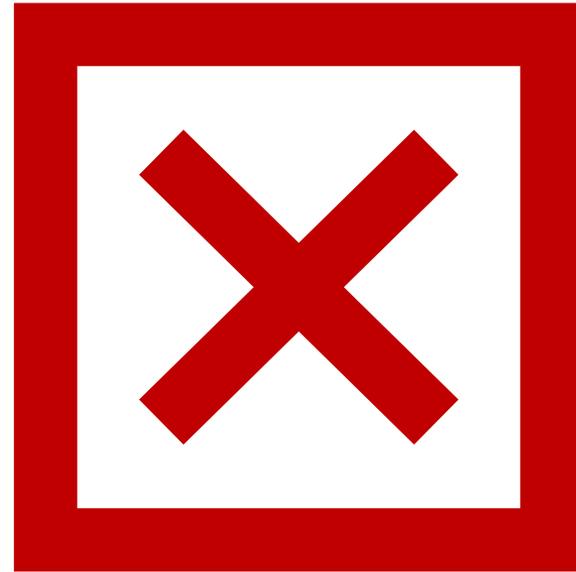
# 50% of board members (7 board members) secure a sponsorship

- ▶ Two board members have secured a sponsorship
  - Cathy
  - Josh



# \$35,000 secured in business sponsorships

- ▶ Total raised: \$19,100
- ▶ Remaining: \$15,900



# \$25,000 for Food Truck Knight

Board Member Goal \$5,000



Guild Mortgage	\$500
<b>NEED</b>	<b>\$4,500</b>

Foundation Goal \$20,000



Numerica Credit Union	\$10,000
<b>NEED</b>	<b>\$10,000</b>

Total  
Raised \$10,500

# \$10,000 for WVC Alumni Week

Board Member Goal \$2,500



Guild Mortgage	\$100
<b>NEED</b>	<b>\$2,400</b>

Foundation Goal \$7,500



Microsoft	\$8,000
Imperial Rentals	\$500
<b>Over Goal by</b>	<b>\$1,000</b>

Total  
Raised \$8,600

The background features a complex, abstract design of overlapping, semi-transparent blue triangles and polygons. The colors range from light sky blue to deep navy blue. The shapes are layered, creating a sense of depth and movement. The overall composition is modern and clean.

**Sponsorship next steps?**

# Year-End Appeal

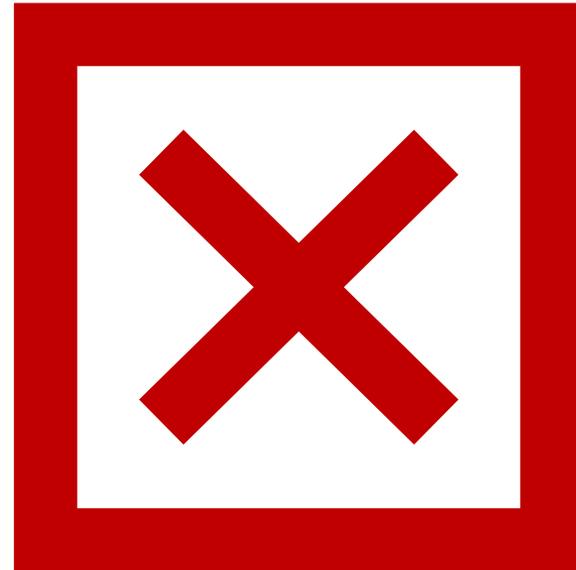
The last Give NCW report comes out next week.

Final results will be provided at the full board meeting on January 27.



# 8 board members record video testimonials for email marketing campaign

- ▶ Six board members recorded a video testimonial



# Raise \$15,000 for Annual Fund (unrestricted) by 12/31/24

- ▶ Current estimate:  
\$12,000



**Receive a donation  
from 15% of donors  
(58 donors)  
solicited through  
direct mail appeal**

▶ Current estimate: 43



**Gain 15 new  
donors (online or  
mail appeal)**

▶ Current estimate: 7



**Feedback?**

The background features a white space on the left and a complex geometric pattern of overlapping triangles in various shades of blue on the right. The triangles vary in opacity and color, creating a dynamic, layered effect.

# Developing New Goals

# Spring Appeal

### Spring Appeal Mailing Trends

	2020	2021	2022	2023	2024
<b>Donation Goal:</b>	-	-	-	-	<b>\$ 10,000.00</b>
Appeal Printing	\$ 1,294.82	\$ 529.75	-	\$ 550.26	\$ 833.40
Appeal Postage + Handling	\$ 1,956.49	\$ 1,357.65	\$ 2,500.00	\$ 1,009.38	\$ 278.15
Digital Advertising	-	-	-	-	\$ 120.00
Thank You Printing	-	-	-	-	\$ 140.71
Thank You Postage + Handling	-	-	-	-	\$ 216.51
<b>Total Expenses:</b>	<b>\$ 3,251.31</b>	<b>\$ 1,887.40</b>	<b>\$ 2,500.00</b>	<b>\$ 1,559.64</b>	<b>\$ 1,588.77</b>
Physical Content Pieces (TY included)	3	2	3	3	3
Appeal Mailed Donors	1,350-ish	1,200	1,100	600	331
Unique Donor Responses:	55	30	19	11	74
<i>Online:</i>	-	-	-	-	41
<i>Mailed/physical:</i>	-	-	-	-	33
# of Thank Yous Mailed	-	-	-	-	359
<b>Total Donations:</b>	<b>\$ 10,520.00</b>	<b>\$ 18,275.00</b>	<b>\$ 5,380.00</b>	<b>\$ 2,295.00</b>	<b>\$ 13,178.00</b>
<b>Net:</b>	<b>\$ 7,268.69</b>	<b>\$ 16,387.60</b>	<b>\$ 2,880.00</b>	<b>\$ 735.36</b>	<b>\$ 11,589.23</b>

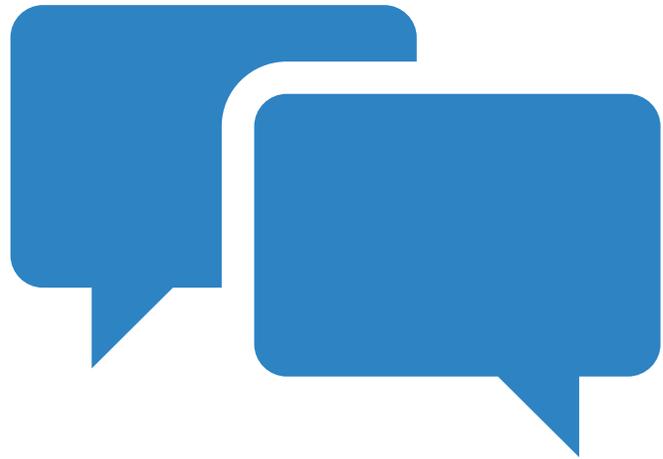
# 2024 Spring Appeal Smart Goals

1. Raise \$10,000 for Knights Care Fund by June 30, 2024
2. Receive a donation from at least 30% of donors solicited through direct mail
3. Gain five new online donors through social media and/or e-newsletter
4. Reconnect with at least 505 of the lapsed donor list (2019-2022) and update donor information in Network For Good Database

# 2024 Spring Appeal Smart Goals

5. Unlock all Challenge Giving tiers by earning 50 donations from WVC employees

- ✓▶ WVC Cabinet Teir - unlocks at 20 total employee donors
- ✓▶ WVC Trustees Teir - unlocks at 35 total employee donors
- ✗▶ WVC Foundation Board Teir - unlocks at 50 total employee donors



# 2025 Spring Appeal SMART Goals

# Piatigorsky Concert

# Board Involvement

- ▶ Invite your network (e.g. co-workers, friends, family, service club, etc.)
- ▶ Attend with guests

## Goals

1. 3 board members attend with a guest

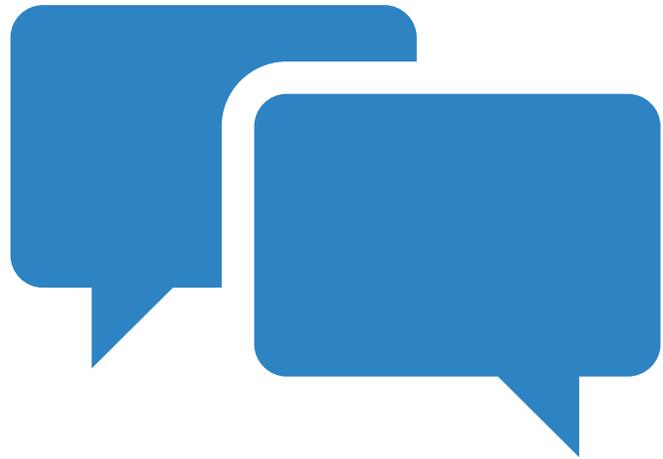
# WVC Alumni Week

# The Basics

- ▶ We are excited to announce the inaugural **WVC Alumni Week**, a celebration of the vibrant and growing community of WVC alumni!
- ▶ The **WVC Alumni Network**, a program of the WVC Foundation, is designed to reconnect alumni with their alma mater and foster connections among graduates.
- ▶ **Alumni Week** aims to bring former students back to campus, strengthening the ties that unite us all.

# WVC Alumni Week

Event	Date	Activity	Location	Department	Audience
Picture Perfect Networking Knight	Wednesday May 14	Free headshots and networking hours	Maguire Conference Center	WVC Alumni Network	WVC Alumni
The Alumni Mic Knight	Thursday May 15	Open mic knight led by faculty Holly Thorpe	Van Tassell	English Department	WVC Alumni
Knight of the Beats	Friday May 16	Dance in partnership with CAMP & TRIO	Wells Hall Theater	CAMP & TRIO	WVC CAMP & Trio Alumni
Past Meets Present BBQ	Saturday May 17	BBQ and alumni games led by athletics	WVC Wenatchee	Athletics	WVC Athletics Alumni
Past Meets Present BBQ	Saturday May 17	BBQ	WVC Omak	WVC Omak	WVC Omak Alumni



# 2025 Alumni Week SMART Goals

# Appendix

# Upcoming Meetings

Date	Type	Key Topic
January 27, 2025	Full Board	Development Activity
January TBD	Volunteer Engagement Committee	Launch of "Knights Collective" volunteer group
February 3, 2025	Budget & Finance Committee	Annual Endowment Allocation

# Upcoming Events

Name	Date	Time	Location	Purpose	Audience
Knight at the Wild	Friday February 21	7 - 10pm	Town Toyota Center	Stewardship	WVC payroll donors
Headshot Day Wenatchee	April TBD	TBD	WVC Wenatchee	Cultivation	WVC students & employees
Headshot Day Omak	April TBD	TBD	WVC Omak	Cultivation	WVC students & employees
WVC Alumni Week	May 14-17	TBD	Wenatchee Valley College	Cultivation & engagement	WVC Alumni
Foundation Annual Celebration	Thursday June 5	5:30 - 7:00pm	WVC Wenatchee	Stewardship	Donors, volunteers, students