



## **DEVELOPMENT COMMITTEE**

### **AGENDA**

February 14, 2022 - 12:00 pm-1:00 pm

Wenatchi Hall – Board Room (#2310)

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

#### **CALL TO ORDER**

#### **1) CONSENT AGENDA**

- A. January 2022 Minutes

#### **2) OLD BUSINESS**

- A. Donor Appreciation Event 2/24

#### **3) NEW BUSINESS**

- A. Discussion: Change in Spring Plans
- B. Building Futures Campaign
- C. Fun Run
  - i. ASWVC-O Partnership Ask: February 24 at 2pm
  - ii. Planning Committee

#### **4) OTHER BUSINESS**

- A. Signature Event 2023
- B. Report to the Full Board

#### **ADJOURNMENT**

#### **Upcoming Events:**

#### **Upcoming Meetings:**

Executive Committee- Feb. 14 4pm

Full Board Meeting- Feb. 28 12pm

Budget & Finance- Mar. 7 4pm

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



## DEVELOPMENT COMMITTEE MINUTES

January 10, 2022

**Members Present:** April Clayton, Daryl Ferguson, Jordan Jessup, Bryce Mackay, Brett Peterson, Cathy Rixey

**Members Absent:**

**Staff Present:** Rachel Evey, Ellora La Shier, Jill Leonard, Mireya Sanchez

**Call to order at 12:10 pm**

### 1) CONSENT AGENDA

- A. December 2021 Minutes- Approved by consent

### 2) OLD BUSINESS

- A. Year-End Appeal Results – Ellora La Shier- Year-end appeal went very well. Significantly more raised than last year. Up from \$69K to \$119K. Two large gifts this year: \$50k for nursing scholarships, \$25K for HVAC scholarships. Taking away those large gifts, we still have consistent numbers and donors from the prior year. Discussion of donor types going from recaptured to retained from 2020 to 2021; also seeing donor upgrades or increases in amount given by retained donors. Participated in GiveNCW, which yielded \$7,200.
- B. Donor Appreciation Event (February 24)- discussion of how engagement of donors has continued in the absence of events. This will be a stewardship event to welcome donors back to campus, including tours of first floor of Mish ee twie. Guest list in the works. Virtual tour will be recorded for any donors unable to attend in person. Review of invitation by committee. Suggestion to send email invitation as well as print.
- C. Business After Hours (March 31)- No invitation as it is a chamber event. We will promote through Foundation newsletter and social media. Discussion regarding a “bingo” style activity to get attendees moving through the building and mingling. Once complete, their name will be put into a drawing for a prize. Request for board members to attend and help lead tours.
- D. Women’s Philanthropy Event (April 16 or 22)- Evening social with brief presentation by WVC leadership. Broadening guest list to diversify donors. Suggestion to involve agriculture industry. Request to get a female VP as speaker. Suggestion to request Dr. Chio Flores. Discussion regarding date, Friday vs. Saturday and likelihood of higher attendance on either day, and hours that would be more convenient for donors to attend. Suggestion of Friday evening, April 22nd from 4-6 pm. Discussion regarding theme for the event; mailed and virtual invitation. Review of invitation by committee- suggestion to mention women’s philanthropy on the front cover of invitation and provide a target for proceeds. Due to earlier time frame, suggestion to reduce ticket price from \$100 to \$50. Agreement from all committee members on date, time and ticket price.

### 3) NEW BUSINESS

- A. Foundation Awards- Five awards given historically. Description and discussion of each award and how the recipients are selected. Discussion regarding Women’s Philanthropy event and Award. Proposal by Rachel Evey to change name formally, and make it a public nomination process according to guidelines given in committee packet. Suggestion to

- utilize a press release to announce public nomination and allow donors to select a winner prior to the event, with announcement of award at the event.
- B. Fun Run (May)
    - i. Meeting with ASWVC: January 31 @ 8:30am (Zoom)- hoping to partner with ASWVC to handle planning and execution of event to provide some separation of duties and assistance.
    - ii. Meeting with ASWVC-O: TBD

**4) OTHER BUSINESS**

- A. Partnership with WVC Communication Department- Proposal to have board members interviewed by students, which will be part of their formal coursework. Ability to use those interviews for the Foundation's marketing, spotlights, newsletters, etc.
- B. Report to the Full Board- Make sure full board is aware of events, and invite them to meetings where events are discussed.

**Adjournment at 1:07pm**

**Minutes taken by Mireya Sanchez**



## Building Futures Campaign

**REPORT DATE:** February 7, 2022

**TO:** Development Committee

**FROM:** Rachel Evey, Executive Director

### Giving to Date

Total Giving* To Date:	\$	2,452,474.64
Goal:	\$	5,000,000.00
<b>Percent to Goal (Giving):</b>		<b>49%</b>

\*Includes pledges and payments.

### Background

After pausing the campaign to address COVID-19 impacts (fundraising for emerging needs, staff transition, etc.), the foundation began actively working on the Building Futures campaign again in late fall 2021. We had planned to complete one-on-one meetings with lead gift prospects by the end of March 2022, then host small group gatherings with major gift prospects by the end of September 2022. There are 74 lead gift prospects (gift capacity at \$100,000+) and 231 major gift prospects (gift capacity \$10,000-\$100,000) remaining.

Due to WVC President Jim Richardson announcing his intent to retire at the end of June 2022, the foundation's cultivation of prospects needs to change. His retirement will be a major transition for WVC, but it will not change the facility needs or plans for the institution nor the goals of the Building Futures campaign.

### Next Steps

The foundation will host small-group gatherings for the roughly 300 high-capacity donors to maximize President Richardson's remaining time at WVC.

These events will be held in the Jack & Edna Maguire Center in Mish ee twie and limited to 16 people at each. Guests will be able to choose from multiple dates to attend. The foundation will have refreshments available.

There will be no “ask” at the events. President Richardson and I will present the Building Futures campaign messaging, then I will follow up to ask for prospects’ commitment. Foundation board members are expected to attend one of the events to network with donors.

### *Timeline*

- February: finalize date and time of events
- March: mail invitations to 1<sup>st</sup> segment of prospects for April dates
- April: host events for 1<sup>st</sup> segment of prospects
- April: mail invitations to 2<sup>nd</sup> segment of prospects
- May: host events for 2<sup>nd</sup> segment of prospects
- June: committee review campaign prospect and determine next steps

### *Program*

Events will be planned for 2 hours but will likely take less time.

- Welcome & socializing (30 minutes)
- Presentation (20 minutes)
  - Testimonial – foundation board member
  - Happenings at WVC – President Richardson
  - Campaign message – Rachel
  - Building projects and impact on students – President Richardson
  - Thank you & next steps – Rachel
  - Thank you & open for questions – Jim
- Questions & feedback (as needed)



## Fun Run

**DATE:** February 7, 2022

**To:** Development Committee

**From:** Rachel Evey, Executive Director

### Background

The foundation hosted an inaugural virtual fun run in partnership with ASWVC and ASWVC-O in May 2021. The event was completely online and raised money for the new Finish Line Scholarship, which helps WVC students with fewer than one quarter of classes left to finish their degree.

### 2021 Fun Run Results

- \$2,345 raised
  - From registration and business sponsors.
  - \$5 for student
  - \$25 for public
  - \$300 to sponsor
- 59 total registrants
  - 30 for 5k
  - 14 for 10k
  - 15 did not choose
- Positives included the partnership, branding, messaging, and the fundraising cause.
- Things to improve included communication to registrants, t-shirt distribution, and advertising/promotion.

### Ideas for 2022

- In-person run on the WVC Wenatchee and Omak campuses
- Raffle for registrants
- Add on-campus partnerships, such as the WVC Student Rec Center and athletics
- Secure community partners, such as gyms, Run Wenatchee, and media outlets
- Share a testimonial from the 2021 Finish Line Scholarship recipient

## Partner Responsibilities

### *Foundation*

- Secure business sponsors
- Create ticket registration & donation page
- Provide seed funding for event
- Secure promotion/advertising
- Order t-shirts

### *ASWVC & ASWVC-O*

- Promotion to students on respective campuses
- Plan in-person run on respective campuses
- Secure on-campus partnerships

### *Shared*

- Determine branding
- Determine messaging
- Set ticket and sponsorship pricing
- Design t-shirt
- Help with day-of activities for in-person run