



DEVELOPMENT COMMITTEE

AGENDA

March 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. February 2022 Minutes

2) OLD BUSINESS

- A. Donor Appreciation night- debrief
- B. Business After Hours- March 24
- C. Fun Run

3) NEW BUSINESS

- A. Building Futures Campaign
- B. Spring Appeal

4) OTHER BUSINESS

- A. Report to the Full Board

ADJOURNMENT

Upcoming Events:

Upcoming Meetings:

Executive Committee- Mar. 14 4pm

Full Board Meeting- Mar. 21 12pm

Budget & Finance- Apr. 11 4pm

Board Portal: www.wvc.edu/boardportal



DEVELOPMENT COMMITTEE MINUTES

February 14, 2022

Members Present: April Clayton, Brett Peterson, Cathy Rixey

Members Absent: Daryl Ferguson, Jordan Jessup, Bryce Mackay

Staff Present: Rachel Evey, Jill Leonard, Mireya Sanchez

CALL TO ORDER at 12:11 pm

1) CONSENT AGENDA

- A. January 2022 minutes approved without dissent or changes.

2) OLD BUSINESS

- A. Donor Appreciation Event 2/24- Brett Riley (VP of Administrative Services) and Dr. Tod Treat (VP of Instruction) will be speaking in lieu of President Richardson, who is unable to attend. Two members of student senate will be present and speaking as well. About 25% of board member have RSVP so far, additional reminder will go out in today's Monday Minute.

3) NEW BUSINESS

- A. Discussion: Change in Spring Plans- With President Richardson's retirement announcement, recommendation by Rachel to change plans for spring, particularly on events and Building Futures campaign work. There is potential for a retirement celebration or recognition for President Richardson. Agreement to postpone Women's Philanthropy event to prioritize Building Futures campaign meetings before President Richardson's departure. Discussion regarding ways to recognize President Richardson.
- B. Building Futures Campaign- Each week in April and May the foundation will host small group meetings with President Richardson in the Maguire Center. Goal to have at least one board member at each meeting to network with donors.
- C. Fun Run
 - i. ASWVC-O Partnership Ask: February 24 at 2pm- ASWVC Wenatchee has agreed to partner with foundation on the Fun Run. ASWVC Omak meeting via Zoom on 2/24, Rachel Evey and one board member will be there to ask if they will also partner with us again. Cathy Rixey volunteered to attend.
 - ii. Planning Committee- Results of 2021 Fun Run in memo, details of ideas for the 2022 run from last year's committee. Division of responsibilities listed, though schedule is still in the works. Invitation will go to all board members to join the planning committee, which will report back to the Development Committee. Brett Peterson and Cathy Rixey volunteered to join the planning committee.

4) OTHER BUSINESS

- A. Signature Event 2023- discussion regarding holding a fundraising event on campus, something less formal than the Gala done in the past. Suggestion to hold event in fall 2023, given that spring is typically busy. Discussion of options to make it family friendly and open to the public, such as stations across campus, carnival activities, raffle, and student

- involvement. Suggestion to have some sort of competition. Funds raised would be general support for the foundation. Discussion of other event options: tailgate style party, drive-in movie using inflatable screens from student senate, team-style competitions, and others.
- B. Report to the Full Board- review of Donor Appreciation event, cancellation of women's philanthropy event, Building Futures campaign meetings, request for board volunteers for Fun Run planning committee.
 - C. Athletics- Discussion regarding partnership with athletics department. Interview for new athletics director taking place this week. History of foundation support of athletics fundraising, including auction. Explanation of athletics scholarships and use for recruitment of athletes.

ADJOURNMENT 12:51pm

Minutes taken by Mireya Sanchez

“You are the Key” Donor Appreciation

DATE: February 24, 2022

To: WVC Foundation Committee/Board

From: Jill Leonard, Communications Specialist

Results

- 26 people attended
- Speakers:
 - Brett Riley, VP of Administrative Services
 - Tod Treat, VP of Instruction
 - Rachel Evey, Executive Director
 - ASWVC
 - Mason Renslow
 - Stacey Menly
 - Jordan Tidwell
- One Corporate Donor verbally committed to continue their scholarship
- Received an individual donation after the event
- Rachel is meeting with a couple to discuss their estate plans

What Went Well

- Room setup
- Food was exceptional
- Board members interaction with guests
- Keychains from Machining Department were a hit.

Things to Improve

- Table clothes for Rectangular tables
- Ability to play light music
- Hand sanitizer
- Ziplock bags/ To go containers.



Building Futures Campaign

Meeting Date: March 14, 2022

TO: Development Committee

FROM: Rachel Evey, Executive Director

Next Steps

The foundation will host small-group gatherings for high-capacity donors to maximize President Richardson's remaining time at WVC. This list is based off the analysis done by Campbell & Company. These are individuals with a strong relationship with WVC and a high gift capacity. Omitted from the list are current WVC employees (a separate informative session will be planned for campus) and businesses (we will be cultivating these one-on-one). The list currently stands at approximately 380 possible donors.

These events will be held in the Jack & Edna Maguire Center in Mish ee twie and limited to not more than 20 people at each. Guests will be able to choose from multiple dates to attend (listed on page two). The foundation will have refreshments available. Foundation board members are requested to attend, and will be assigned tables to socialize with guests.

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.

Timeline

- March: mail invitations to 1st segment of prospects for April dates
- April: host events for 1st segment of prospects
- April: mail invitations to 2nd segment of prospects
- May: host events for 2nd segment of prospects
- June: committee review prospect meeting results 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)

Dates

The Following dates have been chosen for meetings; a sign-up sheet will be shared with board members to volunteer for specific dates. Meetings will begin at 4pm.

- April
 - Wednesday April 6th
 - Wednesday April 13th
 - Tuesday April 19th
 - Wednesday April 27th
- May
 - Wednesday May 4th
 - Wednesday May 11th
 - Tuesday May 17th
 - Wednesday May 25th

2022 Spring Appeal Timeline

Section	Activities	Owner	21-Mar	28-Mar	4-Apr	11-Apr	18-Apr	25-Apr	2-May	9-May	16-May	23-May	30-May	6-Jun	13-Jun
Mail	Solicitation #1		←												
	Solicitation #2														
	Thank You														
Email	Solicitations														
	Newsletter														
	Thank you														
Social Media	Solicitations					1x	1x	1x		1x	1x	1x	1x		
	Faculty/staff feature				1x	1x		1x	1x	1x		1x			
	Student feature				1x		1x		1x		1x		1x		
	Thank you!														

NOTES

- Planning
- Execution