



Building Futures Campaign

Meeting Date: March 21, 2022

TO: Foundation Board of Directors

FROM: Rachel Evey, Executive Director

Next Steps

The foundation will host midsize-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.

Events will be held in the Maguire Conference Center in Mish ee twee and limited to around 50 people. Guests will be able to choose from multiple dates to attend (listed below), and refreshments will be available. At least 5 Foundation board members are requested to attend each meeting, and will be assigned tables to socialize with guests. A sign-up sheet will be shared with board members to volunteer for specific dates. Meetings will begin at 5pm.

There will be no "ask" at the events. President Richardson and Rachel will present the Building Futures campaign messaging, then Rachel will follow up to ask for prospects' commitment.

Timeline

- March: mail invitations to all prospects
- April: hosting 2 events- April 19th & 27th
- May: hosting 2 events- May 4th & 11th
- June: committee to 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