



EVENTS & OUTREACH COMMITTEE

AGENDA

Monday, October 12, 2020 - 12:00 pm–1:00 pm

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

CALL TO ORDER

1) **CONSENT AGENDA**

- A. September 2020 Minutes

2) **OLD BUSINESS**

- A. Debrief: Fall Appeal - *Handout*
- B. Distinguished Alumni Award Nominations
- C. Scholarship Reception

3) **NEW BUSINESS**

- A. Year-End Appeal

4) **OTHER BUSINESS**

- A. Report to the Full Board

ADJOURNMENT

Upcoming Events:

Scholarship Reception – October 27

Upcoming Meetings:

Executive Committee – October 12

Full Board Meeting – October 19

Budget & Finance Committee – November 2

Events & Outreach Committee – November 9

Board Portal: www.wvc.edu/boardportal



EVENTS & OUTREACH COMMITTEE

MINUTES

September 14, 2020

Via Zoom

MEMBERS PRESENT: Jordan Jessup, Marile Kunkel, Lyle Markhart

MEMBERS ABSENT: April Clayton, Kathy Coffman, Bryce Mackay, Neil Neroutsos

STAFF PRESENT: Nancy Barrett, Holly Bernard-Jones, Rachel Evey, Ellora La Shier

Meeting called to order at 12:05 pm.

Donor Gratitude Recording: Recording will be rescheduled to Monday, September 21 during board retreat.

1) CONSENT AGENDA

- A. July 2020 minutes approved by consent.

2) OLD BUSINESS

A. 2020-21 Fundraising Plan

- i. Scholarship Reception: Virtual event with in-person or tangible component such as drive-through pick up or mailing of foundation swag for scholarship recipients. Event will be marketed as live event. Video will be posted at a specific time in mid-to-late October. Student experience: mailed invitations, Visa gift card used for a meal during event, and formal scholarship certificate. Donor experience: mailed invitations and possible swag. Swag ideas: Knight water bottle, branded flags or pennants. Program: speakers include Rachel Evey, President Richardson, a donor, a student, and Distinguished Alumni recipient. Slideshow of scholarship recipients with their award names will conclude virtual event.
- ii. Fall Appeal: Fall appeal launched in late August. In September, mail piece distributed to donors and match fundraiser on Facebook launched. General donor gratitude video will be recorded as well as ones recognizing donors by name. Fall appeal will lead into year-end appeal which will include a broader list of donors, rather than targeted list for fall.

3) NEW BUSINESS

- A. Foundation Awards: Each year, the foundation presents a Distinguished Alumni award. Foundation has received two nominations. Group agreed to include recipient in Scholarship Recipient speaker line up. Group wants to extend deadline to end of week in hopes foundation receives more nominations. Group discussed posting on social media.

4) OTHER BUSINESS

- A. Report to the Full Board

Meeting adjourned at 12:37 pm.

Meeting minutes prepared by Holly Bernard-Jones.



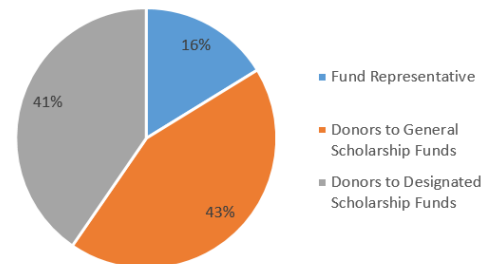
2020 Fall Appeal Report

	Amount Raised	Number of donors
Unrestricted gifts	\$850	6 donors
Designated gifts	\$400	2 donors
TOTAL	\$1,250	8 donors

Audience Type for Mail Appeal

Mail appeals:

- Main appeal & postcard send to 337 recipients
 - Scholarship fund reps + scholarship donors from last 5 years
- Annual fund statements sent to scholarship fund reps
 - Included donation envelope & soft ask



Email appeal:

- 2 email solicitations
- 225 recipients – mail appeal recipients + all of last year's donors
- Solicitations included in August & September e-newsletters

Facebook Fundraiser:

- September 1 – 30
- \$2,000 matching gift offered by Red Apple Orchards
- 8 donations totaling \$350
- 13 shares by 2 board members
- 7 posts to WVC Foundation page
 - Engagements (likes, comments, shares): 123
 - Impressions (number of times post is seen): 1,495

Expenses:

	2020 Fall Appeal (tentative)	2020 Spring Appeal
Printing: (including donation envelopes)	\$783.64	\$1,294.82
Postage & Handling:	\$550.96	\$1,956.49
TOTAL	\$1,334.60	\$3,251.31



Considerations:

- Our first fall appeal! Smaller, targeted constituent list than previous appeals.
- Labor Day and wildfires occurred during this appeal. It's possible our donors had different philanthropic priorities during this time.
- Our second Facebook Fundraiser! Larger matching gift than last time, and initially there was some interest. However, it lacked the necessary personal invites.
- Email solicitations had lower click rates than normal.

Form Name: Distinguished Alumni Award Nomination Form
Submission Time: July 6, 2020 9:33 am
Browser: Chrome 83.0.4103.116 / Windows
IP Address: 134.39.146.24
Unique ID: 632357334
Location: 47.493999481201, -120.19550323486

WVC Distinguished Alumni Award

Nominee

Name	Robert (Bob) Rust
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Class of:	1969
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Phone Number	(509) 670-4544
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Email	BRSIJEPUIS@AOL.COM
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Why should this candidate receive the Distinguished Alumni Award?	retired as General Manager of Weinstein Beverage long time orchardist in the Wenatchee Valley long time Applarian member founding member of WVC Athletics Booster Club WVC athletic supporter and volunteer volunteer fireman for over 45 years and still active on call outs and fires former Chelan County Fair Board member WVC Athletics Hall of Fame member graduate of Wenatchee Valley College and Central Washington University served on multiple boards and volunteer organizations great big brother
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Your information

Name	Maureen Bryant
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Relationship to Nominee	sister
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Phone Number	(509) 860-2257
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Email	mbryant@wvc.edu
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Confirmation

Form Name: Distinguished Alumni Award Nomination Form
Submission Time: August 3, 2020 1:42 pm
Browser: Chrome 84.0.4147.105 / Windows 7
IP Address: 199.36.90.86
Unique ID: 642874966
Location: 47.370700836182, -120.35929870605

WVC Distinguished Alumni Award

Nominee

Name	Jaime Ramirez Hurtado
Class of:	2010
Phone Number	(509) 264-5687
Email	ramirezj@eastmont206.org

Why should this candidate receive the Distinguished Alumni Award?

Education

1. Wenatchee High School (2007)- JV and Varsity Soccer Captain & An Exemplary Bilingual Student Recipient

2. Wenatchee Valley College (2010)- 3.6 GPA (graduated with honors)

3. Eastern Washington University (2014)- 3.9 GPA (Summa Cum Laude & top student)

Majored in Secondary Health & Fitness Education & completed two minors which include Spanish Education and a Coaching Minor

4. Grand Canyon University (2016)- 4.0 GPA (Master's of Arts In Teaching with an Emphasis in Teacher Leadership)

I should receive the Distinguished Alumni Award for all the accomplishments I have accomplished throughout my educational career and for giving back to my Wenatchee community by teaching elementary PE to over 500 students per year and for coaching soccer to over 50 middle school student-athletes per year. I was a five-year-old Spanish monolingual student when I arrived from Mexico with my two brothers and both parents in order for all of us to obtain a quality education. My two brothers and I did not know English at all. Both my parents never completed a middle, high school, and college education. I was all on my own in my education career. I dreamed of becoming a PE/Health teacher and a soccer coach when I was in third grade. I was the first person in my family to attend and graduate from college. I worked extremely hard in school in order to reach my dream and I did reach my dream! I just completed my 5th year of teaching this year. It is the fourth consecutive year that I received Distinguish (4) in my teacher evaluation out of the five years of teaching. As teachers we are evaluated from 1-4 making 4 the highest grade.

At Wenatchee High School I was chosen as the JV and Varsity Soccer Captain because of my leadership and athletic abilities. I worked extremely hard to become the best soccer player. I did very well academically at WHS. I received an Exemplary Bilingual Award for my good grades. I tutored and help many friends in high school. School came naturally to me. At Wenatchee Valley College, I graduated with honors (3.6 GPA). I tutored many classmates with homework assignments and for upcoming tests. I would hold free study sessions for classmates that needed help studying and learning the class material. At Eastern Washington University, I graduated as the top student of my class Summa Cum Laude (3.9 GPA). I was the only student in my major to earn Summa Cum Laude even though English is my second language. I made Dean's List every quarter I was at Eastern. I started a soccer intramural team. We won many soccer championships. I was the head coach, player, and co-sponsor of the team. At EWU, I tutored many classmates in my major that needed help with class assignments or studying for an upcoming test. At Grand Canyon University (online graduate program), I graduated with a 4.0 GPA. I worked

extremely hard in each class. I helped many classmates for free that needed help with their assignments/projects.

I work as an elementary PE/Health teacher at Cascade Elementary School at Eastmont School District. I have earned Distinguish (4) for the fourth consecutive year. I just completed my 5th year working at Cascade. I am a newer and younger teacher, but I work extremely hard in my position. I teach over 500 students per year. I started a Health and Fitness Club a few years ago. It is a club for 2nd, 3rd, and 4th grade students during lunch recess where we learn and play various team sports and recreational activities. It gives all students an opportunity to make new friends and to stay physically active. Students enjoy the club, and they look forward coming to school because of the club. The club is offered Tuesdays-Fridays. I have girls, boys, and diverse students show up to play together. At Cascade, I eat breakfast and lunch as much as possible with different students in order to get to know all my students well. I attend various after school events to support my students and to get to know their families. I have given soccer balls, footballs, and bikes to students who come from poverty. Also, I was the one who started the girl's and boy's soccer program at Sterling Intermediate School. I coach both the girl's soccer team and boy's soccer team. I coach over 50 middle school student-athletes per year. I teach all my athletes to be good students and athletes. Our program is very successful. Lastly, I helped my teaching partner study for her Health and Fitness WEST-E in order to get endorsed in Health and Fitness. I interpret for Spanish speaking parents/guardians and classroom teachers in all the conferences. I am one of the main school interpreters. I enjoy helping others. I love to use my knowledge and skills in order for others to benefit. I love teaching, coaching soccer, and interpreting!

Letter(s) of support

https://s3.amazonaws.com/files.formstack.com/uploads/3309215/72775721/642874966/72775721_nancys_recommendation_letter.pdf

Your information

Name Jaime Ramirez Hurtado

Relationship to Nominee myself

Organization and Title PE/Health Teacher & Middle School Soccer Coach

Phone Number (509) 264-5687

Email ramirezj@eastmont206.org

Confirmation



EVENT BRIEFING
Scholarship Reception 2020

Event Description

An event that brings together scholarship donors, scholarship recipients, and VIPs for celebration and connection. Typically, the format is an evening event with food, relevant speakers and time for conversation.

Event Details

Event Type	Stewardship
Theme	Celebration & Connection
Venue	Virtual (Pre-recorded)
Date	Video release date: October 27
Time	Video release time: 5:00 PM
Expected Attendance	Invited: 65 donors, 112 students
Ticket Price	Free
RSVP	Not required
Budget	Expenses: \$3,000 Revenue: \$0

Video Program

Duration	Speaker	Message
2 min	Rachel Evey	Welcome
2 min	President Jim Richardson	Welcome, key messaging (TBD)
5 min	Wilma Cartagena	Perspective as donor, community leader, trustee
5 min	Adrian Carillo	Perspective as scholarship recipient
5 min	Distinguished Alumni (TBD)	Perspective as alumni
2 min	Rachel Evey	Closing Remarks
TBD	Various Scholarship Recipients	Slide show of recipients and their submitted photos/statements/short videos

Format/Content Details

- Pre-recorded video
 - Staff is currently coordinating with program speakers to record their videos
- Mailed invitations to donors/VIPs and students
 - Print invitation draft was shared via email with committee
 - Donors/VIPs will receive pennants
 - Students will receive \$20 Visa gift cards
- Honor each scholarship recipient individually (similar to graduation)
 - Display student name, scholarship award, and donor name
 - Scholarship recipients have been invited to submit videos or photos

Volunteer Duties

- TBD