



DEVELOPMENT COMMITTEE

AGENDA

Monday, November 8, 2021 - 12:00 pm-1:00 pm

Wenatchi Hall – Board Room (#2310)

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

CALL TO ORDER

1) INTRODUCTIONS

2) CONSENT AGENDA

- A. September 2021 Minutes (October meeting canceled)

3) OLD BUSINESS

- A. Building Futures Campaign
- B. Women's Philanthropy Event

4) NEW BUSINESS

- A. Partnerships with ASWVC
 - i. Fun Run
 - ii. Wells Hall Bricks Campaign
- B. Virtual Scholarship Reception
- C. Year-End Appeal

5) OTHER BUSINESS

- A. Foundation Coordinator
- B. Report to the Full Board

ADJOURNMENT

Upcoming Events:

Upcoming Meetings:

Executive Committee- Nov. 8 4pm
Full Board Meeting- Nov. 15 12pm
Scholarship Committee- Dec. 6 12pm
Budget & Finance- Dec. 6 4pm



DEVELOPMENT COMMITTEE

Minutes

Monday, September 13, 2021

Call to order at 12:10pm.

MEMBERS PRESENT: April Clayton, Jordan Jessup, Bryce Mackay

MEMBERS ABSENT: Marile Kunkel

STAFF PRESENT: Rachel Evey, Mireya Sanchez

1) **CONSENT AGENDA**

- A. June 2021 minutes approved without dissent.

2) **OLD BUSINESS**

- A. Awards Recognition for Sara Lippert & Tamara Dezellem: Jennifer Korfiatis Marketing completed press release and ads, as well as coordinating NCW Life interview of Board President and Executive Director. Discussion regarding new position on foundation staff, future communications coordinator will be responsible for press releases. Position is posted publicly, interviews in October for November start date.

3) **NEW BUSINESS**

- A. Development Strategies
 - i. Appeals: Normally 2 annual appeals: year-end (December) and spring. Jordan Jessup proposed including details on the Finish Line Scholarship in the upcoming appeal, committee agreed that would be productive.
 - ii. Events: Scholarship reception will be virtual again this year. A program with donor names and recipient names will be sent to participants, with cost covered by foundation. Videos of recipients will be gathered for virtual presentation. Gift cards will be sent to scholarship recipients in lieu of catering. Discussion regarding expanding the invitation pool to include foundation donors outside of scholarship donors.
Barbara Wilson Luncheon discussion to restructure this event and bring more attention to donation possibilities. Discussion of changing to an afternoon cocktail hour, changing the event name and renaming the Women's Philanthropy Award to Barbara Wilson Philanthropy Award to continue honoring her spirit of service. Rachel Evey suggested committee decide on the depth and planning dedicated to this event at meetings and possibly moving detailed planning to separate meetings. Suggestion to ask regular donors/volunteers to help with planning, such as Sara Lippert, Nancy Barrett, Bonnie Dyko, and Tammie Parkinson. Recommended to invite WVC VPs, employees and Wenatchee Chamber members.
Virtual fun run: Add in-person component, if possible. Discussion to make some changes such as color run, kids component, timing walkers and runners. Discussion to recruit alumni to planning committee.

- iii. "Affinity" Groups: Discussion of possibly hosting themed dinners (e.g. nursing, agriculture, etc.) with small donor groups as fundraisers. Aim for Spring/Summer 2022.
- B. Board Retreat: September 20: Review of agenda/plans for day and tour.

4) OTHER BUSINESS

- A. Report to the Full Board

Adjournment at 1:04pm.

Minutes prepared by Mireya Sanchez/Rachel Evey.



Building Futures Campaign

REPORT DATE: November 3, 2021

To: Development Committee

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

*Includes pledges and payments.

Leadership Gifts

- WVC Board of Trustees: 3 of 5 pledges received
- WVC Executive Cabinet: 8 of 8 pledges received
- WVC Foundation Board of Directors: 7 of 20 pledges received

Lead Gift Prospects

- Donors with gift capacity of \$100,000+
- 74 prospects remaining
- Next steps: schedule one-on-one meetings
 - 28 prospects will meet with President Richardson & Rachel Evey
 - 46 prospects will meet with a foundation board member & Rachel Evey
- Goal: meet with all prospects by end of March 2022

Major Gift Prospects

- Donor with gift capacity of \$10,000-\$100,000
- 231 prospects remaining
- Next steps: schedule small group gatherings
- Goal: meet with all prospects by September 2022

Women's Philanthropy Event

REPORT DATE: November 3, 2021

To: Development Committee

Background

Beginning in 2013, the WVC Foundation held an annual women's philanthropy event called the Barbara Wilson Women's Luncheon. The events were a stewardship effort and way to recognize female philanthropists in the region through the presentation of the Women's Philanthropy Award.

Due to recent factors (e.g. emerging from COVID restrictions, establishment of foundation strategic goals, diversify and expand the guest list, etc.), the development committee has decided to refresh and reformat the event. To honor the event's namesake, who passed in 2019, the Women's Philanthropy Award will be renamed the Barbara Wilson Award.

Description

- **Event Name:** The Golden Hour
- **Target Audience:** Women
 - Traditional list from the Barbara Wilson Women's Luncheon
 - Members of Wenatchee Business and Professional Women
 - 30 Under 35 recipients
 - Foundation award recipients (e.g. distinguished alumni, outstanding friend, etc.)
 - Recommendations from board of directors
- **Date:** TBD
 - Traditionally, this event was held during spring break (this year March 24 – April 1, 2022) to make parking on campus easier.
- **Time:** Evening
- **Location:** Maguire Conference Center, Mish ee twie, Wenatchee Valley College

Goals

1. Broaden the audience of the event to diversify the foundation's supporters
2. Re-engage donors & cultivate potential donors
3. Raise funds for a mentoring program for first-generation students at WVC
 - a. A partnership is currently being explored with WVC TRIO, the Chamber of Commerce, and the North Central Educational Service District.

Discussion Topics

1. Date for the event
2. Target headcount
3. Theme for event
4. Budget items
 - a. Venue
 - b. Catering (e.g. food, beverage, alcohol)
 - i. Note: From Scratch By Us has first right of refusal if hosted on campus since they are WVC's contracted food vendor.
 - c. Decorations
5. Ticketed or free?
6. Table captains?
 - a. Board members that would be assigned to tables to socialize with guests.



2021 VIRTUAL SCHOLARSHIP RECEPTION

A celebration of student success
and the generosity of donors!

Watch the video program at
wvc.edu/ScholarshipReception



Year-End Appeal

REPORT DATE: November 3, 2021

To: Development Committee

Due to the foundation's vacant communications position, we have contracted with Nancy Barrett (former communications coordinator) to design components for the year-end appeal.

Background

The year-end appeal is the foundation's largest appeal in number of donors and dollars raised. For tracking purposes, the results below reflect gifts made in direct response to the appeal.

	Amount Raised	Number of Donors
Unrestricted Gifts	\$26,050	27 donors
Designated Gifts	\$42,025	54 donors
2020 TOTAL	\$68,075	81 donors
2019 TOTAL	\$13,835	31 donors

In 2020, the appeal mail pieces were sent to roughly 1,200 constituents. In 2019, the appeal mail pieces were sent to roughly 1,600 constituents.

Give NCW

The foundation is participating in this year's Give NCW, a regional online giving campaign organized by the Community Foundation of NCW. The campaign runs from Thanksgiving Day (November 25) through December 31. Participants must have a specific project or funding request for Give NCW. The foundation will be raising funds for the Finish Line Scholarship (designated for students in the last quarter of their degree).

Credit card fees are covered by CFNCW and there will be matching funds available to participating organizations. CFNCW will also be doing significant marketing for Give NCW.

Components

Mail Pieces

There are 3 lists for mail pieces: current donors, lapsed donors (folks who haven't given recently), and non-donors. Donors will be directed to donate online via Give NCW or to return the giving envelope.

- Postcard #1: Announce participation in Give NCW
 - Mailed week of November 15
- Tri-fold Appeal: Message from Rachel Evey + scholarship recipient quotes and photos
 - Mailed week of December 6
- Postcard #2: Reminder to donate
 - Mailed week of December 27
- Postcard #3: Thank you to donors
 - Mailed week of January 6

Digital Content

Social media and email content (aka e-blasts) will direct donations via Give NCW. We have contracted the design of 10 Facebook posts and 3 e-blasts and anticipate having other digital content, such as scholarship recipient videos and "call to action" videos by foundation staff or board members.