



DEVELOPMENT COMMITTEE

AGENDA

Monday, December 13, 2021 - 12:00 pm-1:00 pm

Wenatchi Hall – Board Room (#2310)

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

CALL TO ORDER

1) INTRODUCTION

A. Jill Leonard, Foundation Coordinator

2) CONSENT AGENDA

A. November 2021 minutes

3) OLD BUSINESS

A. Virtual Scholarship reception- Feedback

B. Year-End Appeal update

4) NEW BUSINESS

A. 2022 Plans

i. Donor Appreciation Event (February)

ii. Business After Hours (March)

iii. Women's Philanthropy Event (April)

iv. Fun Run (May)

v. Spring Appeal (May-June)

5) OTHER BUSINESS

A. 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, November 8, 2021

Call to order at 12:05pm

Members Present: April Clayton, Jordan Jessup

Members Absent: Daryl Ferguson, Bryce Mackay

Staff Present: Rachel Evey, Ellora La Shier, Mireya Sanchez

1) CONSENT AGENDA

- A. September 2021 minutes approved by consent.

2) OLD BUSINESS

- A. **Building Futures Campaign-** Almost halfway to the total giving goal. Discussion on leadership gifts from college faculty, cabinet, and board members. Executive committee will be leading the new board members in their giving expectations. Discussion regarding meetings with Lead Gift prospects- some to be conducted with Rachel Evey and Jim Richardson, some with Rachel Evey and a board member. Total of 74 remaining prospects left, with a goal of meeting by March 2022. After leads, major gift prospects will be solicited in small group gatherings by recommendation of Board leadership. Goal to meet with the major prospects by September 2022. Discussion regarding marketing for campaign once Mish ee twee is open, and after revealing Confluence Health sponsoring CNA lab. Discussion of holding a New Year event at the new building as a donor stewardship event.
- B. **Women's Philanthropy Event-** Review of plan to revamp the event and create something new going forward. Changing event to social/cocktail hour with focus on local professional women and organizations as invitees. Usually held during spring break, but as schedule is changing, the use of space and parking is less of a concern. Goals to broaden audience, diversify, re-engage and cultivate. Raising funds for TRiO is also a new goal as a partnership with TriO, Chamber and NCESD is in the works for first-gen student mentoring program. Discussion regarding date, theme, budget, venue, catering, cost to invitees, decorations, etc. Proposal to hold event in late April to ensure presence of typical donors, student speaker, and proximity to summer events. Possibly April 28th, Golden spring theme, discussion of budget to include catering (From Scratch with alcohol permits, possible partnership with Blue Spirits for signature drink), discussion regarding ticketed vs. free event. Proposal to do "donation suggested" for entry. Table Captains- one board member at each table to keep donors informed, keep discussion going; providing both sitting and standing tables to accommodate mingling or not. Discussion regarding potential COVID restrictions on large event on campus.

3) NEW BUSINESS

- A. **Partnerships with ASWVC**
 - i. Fun Run- 2021 was successful, funds went to the Finish Line scholarship. Student Senate meetings are on Mondays, Rachel Evey has attended and requested one committee member to attend a meeting in the future.

- ii. Wells Hall Bricks Campaign- Bricks have been prepped, plaques are available and ready. Discussion on where those will go first, and getting Marile Kunkel involved as a volunteer to go through the alumni list. Discussion on how we will let the public know those are available. Proposal to send alumni letters to let them know they are available, possibly linking it with event in the new building.
- B. **Virtual Scholarship Reception**- list has been expanded, about 430 recipients of mailed information, a video presentation of about 15 minutes. Booklet being printed with scholarship recipient information, lists of donors, scholarship fundholders, etc. Booklets and information to be mailed week of 11/15.
- C. **Year-End Appeal**- memo in packet, 2020 funds higher than 2019, solicitation list was more targeted. Participating in Give NCW this year, designating Finish Line scholarship as the beneficiary fund of those donations. This will make those funds available in spring quarter. Review of memo detailing the structure of the year-end appeal. Contracted with Nancy Barrett who is working on the design, emails, etc. for that appeal.

4) **OTHER BUSINESS**

- A. Foundation Coordinator- Jill Leonard starts Dec. 1st and will focus on spring/summer events.
- B. Report to the Full Board- report event planning, discussion regarding wells bricks, request for volunteers for various activities.

Adjourned at 12:52pm

Minutes taken by Mireya Sanchez



2022 Plans

REPORT DATE: December 13, 2021

To: Development Committee

Donor Appreciation Event-

Date: February TBD, 2022

Location: Maguire Conference Center, Mish ee twie, Wenatchee Valley College

Style: Cocktail hour with brief presentation / speaking

Goal: Engage and steward current donors

Business After Hours

Date: March 31, 2021

Location: Maguire Conference Center, Mish ee twie, Wenatchee Valley College

Style: Mingling / networking with brief presentation / speaking

Goal: Community engagement / awareness

Women's Philanthropy Event

Date: April TBD, 2022

Location: Maguire Conference Center, Mish ee twie, Wenatchee Valley College

Style: Cocktail hour with brief presentation/speaking

For Discussion:

- Refine/prioritize goal of event:
 - Broaden the audience of the event to diversify the foundation's supporters
 - Re-engage donors & cultivate potential donors
 - Raise funds for a mentoring program for first-generation students at WVC
- Name of event

Fun Run

Date: May 2022

Location: Virtual + On Campus

Partner: ASWVC & ASWVC-O

Next Steps:

- Visit ASWVC & ASWVC-O meeting to request formal partnership
- Begin holding planning meetings with foundation, ASWVC, and ASWVC-O representatives
 - Identify duties / responsibilities for each party
 - Set goals for event (e.g. amount registered, number of runners, etc.)

Spring Appeal

Date: May – June

Components: mail pieces, social media, email marketing

Goal: raise unrestricted funds