



# 2019-20 Events & Outreach Handbook

## **Purpose**

The purpose of the events & outreach handbook is to provide clear, transparent information about the foundation’s events & outreach activities. This document will be updated by staff based on board input on a regular basis. Supporting information can be found on the board portal at [wvc.edu/boardportal](http://wvc.edu/boardportal).

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## Timeline Overview

Section	Activity	January	February	March	April	May	June
<b>Events</b>	Athletics Hall of Fame & Auction	Jan. 31					
	Winter Board Social			TBD	TBD		
	Barbara Wilson Women's Luncheon			Mar. 26			
	Spring Board Social						TBD
	Piatigorsky Foundation Concert					May 14	
	Knight at the AppleSox						Jun. 4
	Graduation						Jun. 19
	Business After Hours						TBD
<b>Appeals</b>	Athletics Spring Email Campaign						
	Spring Appeal			TBD	TBD		
<b>Campaign (FYI)</b>	Leadership briefings		Feb. 12 & 23				
	Messaging development						
	Visual development						
	Materials development						
	Solicitations (Quiet Phase)						

<b>Key</b>
Planning
Execution

## Budget Overview

### 2019-20 Events Budget

<b>Account</b>	<b>Description</b>	<b>Budget</b>	<b>Expense Actual</b>
5005	Community Appreciation Series	\$2,300	\$463.40
	Piatigorsky Concert FALL	\$650	
	Piatigorsky Concert SPRING	\$600	
5008	Donor Events	\$5,690	\$2,426.34
	Barbara Wilson Women's Luncheon	\$1,500	
	Scholarship Reception	\$2,800	
	Chamber Banquet	\$100	
	Donation Envelopes	\$350	
5118	Alumni Events	\$1,500	\$0.00
5120	Gala	\$25,000	\$0.00
	<b>TOTAL</b>	<b>\$34,490</b>	<b>\$2,889.74</b>

### 2019-20 Appeal Budget

<b>Account</b>	<b>Description</b>	<b>Budget</b>	<b>Expense Actual</b>
5016	Year End Appeal	\$5,500	\$3,013.82
5018	Spring Appeal	\$2,000	\$0.00
	<b>TOTAL</b>	<b>\$7,500</b>	<b>\$3,013.82</b>

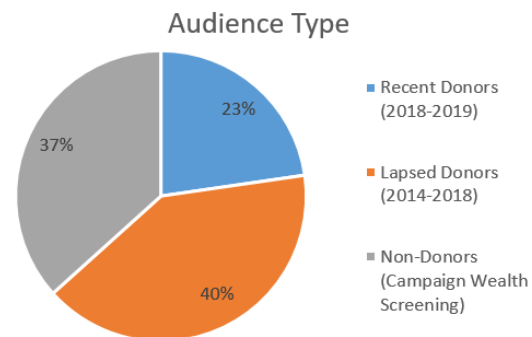
*Actuals as of 01.31.2020*

## Year-End Appeal Report

	Amount Raised	Number of donors
Unrestricted gifts	\$8,775	20 donors
Designated gifts	\$5,060	11 donors
<b>2019 TOTAL</b>	<b>\$13,835</b>	<b>31 donors</b>
2018 TOTAL	\$16,070	61 donors

### Mail Appeals

	2019	2018
Letter Appeal	1,688	2,266
Postcard	1,688	667



### Online Appeals

Facebook Posts	12	
Engagements	383	Likes, comments, shares
Impressions	4297	Number of times post is seen
Emails	4	Approx. 3,800 recipients
Average Open Rate	15%	Percentage of people that open email
Average Click Rate	3%	Percentage of people that click a link

### Expenses

	2019	2018
Printing and Postage:	\$2,467.72	\$2,754.59
Facebook Boosts	\$17	-
Video Editing	\$360	-
<b>TOTAL</b>	<b>\$2,844.72</b>	<b>\$2,810.52</b>

## Executed Events

**Details on executed events in 2018-19 can be found in the compiled staff report on the board portal, under the "Governance" tab ([wvc.edu/boardportal](http://wvc.edu/boardportal)).**

### Scholarship Reception – October 24, 2019

Evening event for scholarship donors, scholarship recipients, and VIPs to steward donors and celebrate students. Student and WVC speaker on student experience and importance of community support.

Event Type	Stewardship
Venue	Van Tassell Cafeteria
Attendance	80+
Ticket Price	N/A
Speakers	Jim Richardson – WVC President Rachel Evey – WVC Foundation Executive Director Morgan Harwood – alumna and scholarship recipient

### Wells Hall Groundbreaking – October 29, 2019

Ceremony to celebrate the future Wells Hall Replacement. Speakers included President Richardson, Faculty Jack Johnson, and State Senator Brad Hawkins. Public reception after remarks.

Event Type	Engagement
Venue	Remarks – Fountain Reception – MAC Lobby
Attendance	40 +
Ticket Price	N/A
Speakers	Jim Richardson – WVC President Jack Johnson – WVC English Faculty Brad Hawkins – Washington State Senator

### Piatigorsky Foundation Concert (Fall) – November 6, 2019

The Piatigorsky Foundation provides a classical concert in the Grove Recital Hall. A VIP-only reception took place before the concert. The musicians are provided by support from the Woods Family to the Piatigorsky Foundation.

Event Type	Stewardship
Venue	VIP Reception – MAC Lobby Concert – Grove Recital Hall
Attendance	50 +
Ticket Price	N/A
Speakers	Rachel Evey – WVC Foundation Executive Director

## Upcoming Events

See details in the event briefings under “Events” section of the board portal ([wvc.edu/boardportal](http://wvc.edu/boardportal)).

Name	Type	Date	Expected Attendance
Barbara Wilson Women’s Luncheon	Stewardship	POSTPONED	100-120
Piatigorsky Foundation Concert	Stewardship	May 14	80
Knight at the AppleSox	TBD	June 4	
Business After Hours	Outreach	June TBD	100

## Event Wish List

### Priority List

1. Fundraising
2. Alumni
3. Family friendly
4. Fine arts

### Discussed by Committee

1. On-campus fun run (e.g. 5k) in partnership with ASWVC (student senate)
2. Casino night
3. Back to school activity
4. Women’s event in conjunction with 100<sup>th</sup> anniversary of women’s suffrage (The 19th Amendment ratified on August 18, 1920)
5. Latinx event with diversity center
6. Alumni-focused events
7. Family-friendly event

### Event Requests

1. Iniguez Family Endowments – Encanto Arts concert to fundraise for a scholarship endowment
2. Nursing department – fundraising event for “Year of the Nurse” (2020)
3. WVC trustees / President Richardson – general “college update” meetings on a regular basis for cultivation/stewardship
4. Knight at the Wild – student & alumni event at the Wenatchee Wild with booths for college program recruitment
5. STEM event – in partnership with MESA (student support program – Math & Engineering Student Achievement)
6. Virtual events – gala, concert, lecture, etc.