

Plans & Budget for 2022-23

Background

The Development Committee oversees the fundraising and marketing efforts of the Wenatchee Valley College Foundation. Fundraising activities may include efforts to cultivate, solicit, and steward donors through appeals and events. Marketing activities focus on increasing community awareness and furthering the mission of the foundation. [Committee Description, June 2021]

Below are potential activities for the Development Committee to review and discuss.

Fundraising

Activity	Type	Quarter
Welcome Back BBQ	Cultivation	September 2022
Year-End Appeal	Solicitation	Fall 2022
Donor Appreciation Event	Stewardship	March 2023
Fun Run	Solicitation	May 2023
Spring Appeal	Solicitation	Spring 2023
Signature Event	Solicitation	Summer 2023

Marketing

Activity	Timing
Annual Report	Winter Quarter
E-Newsletter	Monthly
Mailed Newsletter	Summer Quarter
Press Releases	As Needed
Social Media	Nearly Daily
Spotlight Interviews	Monthly

Other Activities

- Athletics Fundraising
- Alumni Relations
- Department Fundraising
- Piatigorsky Foundation Concerts (Fall + Spring)
- President's Circle (Major/Estate Giving Society)
- Scholarship Reception (Fall)
- Women's Philanthropy Event

