



Donor Relations Committee

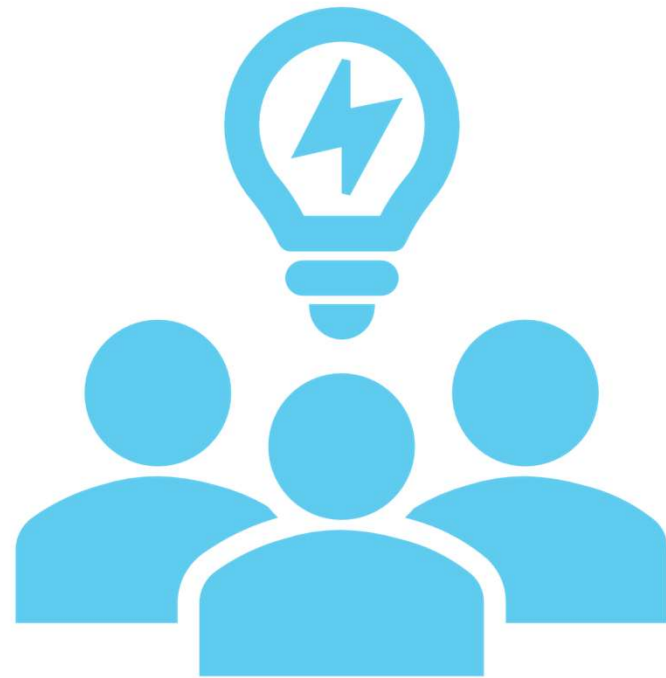
October 2, 2024

Agenda

- ▶ Purpose of Committee
- ▶ Goals
- ▶ Upcoming Projects
- ▶ Appendix

Purpose of Committee

- ▶ Leadership for fundraising efforts
- ▶ Provide reasonable input and guidance for philanthropic events
- ▶ Collaborates with staff to develop fundraising activities for board meetings



Goals

01

Strengthen
recurring
donor program

02

Maintain or
increase donor
retention rate

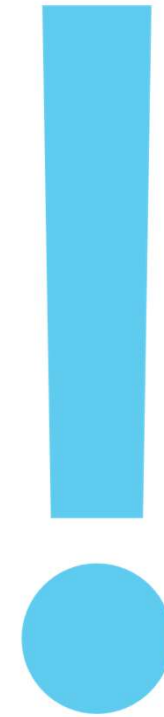
03

Expand estate
giving pipeline

Upcoming Projects

Keep in mind...

- ▶ Does the activity impact our organizational goals?
- ▶ Are the project-specific goals relevant and achievable?
- ▶ How can the entire board be involved?



Business Sponsorships

The Basics

- ▶ Business sponsorships are the reason we're able to have signature events.
- ▶ *You* have connections in the community that elevate our visibility and fundraising potential.
- ▶ For 2025, sponsors can support 2 events:
 - ▶ Food Truck Knight
 - ▶ WVC Alumni Week

Board Involvement

- ▶ During the 10/21 full board meeting...
 - ▶ Review the sponsors list provided by staff
 - ▶ Identify a business *you* can reach out to
 - ▶ Identify local businesses we're missing on the list
- ▶ On your own time...
 - ▶ Personally reach out to solicit the business
 - ▶ You “own” this donor relationship.
 - ▶ Staff will provide assistance and follow up with you.

Goals

1. Solicitations made by the end of November. Material available at the 11/18 board meeting.
2. 100% of board members (16 members) to make an ask.
3. 50% of board members (8 members) secure a sponsorship.
4. \$35,000 secured in business sponsorships
 1. \$25,000 for Food Truck Knight
 1. \$5,000 secured by board members
 2. \$10,000 for WVC Alumni Week
 1. \$2,500 secured by board members

Year-End Appeal

More material available in the appendix.

The Basics

- ▶ The year-end appeal provides the most revenue for the foundation (unrestricted and designated).
- ▶ We are participating in Give NCW again. This is the Community Foundation of NCW's year-end giving campaign.
- ▶ Marketing material will feature one-time gift amounts *and* recurring gift options.

Board Involvement

- ▶ During the 10/21 full board meeting...
 - ▶ Sign the new donor thank you notes
 - ▶ Handwrite generic notes to accompany the mailed appeal (samples will be provided)
- ▶ On your own time...
 - ▶ Decide whether to donate to the board matching gift
 - ▶ Utilize the social media toolkit to post on your personal profile (includes Give NCW material)

Goals

1. Raise \$15,000 for the Annual Fund (unrestricted) by 12/31/24
2. Receive a donation from 15% of donors (54 donors) solicited through direct mail appeal
3. Gain 15 new donors (online or mail appeal)
4. Secure matching gifts
 1. Secure a \$1,000 matching gift from WVCF Board
 2. Secure a scholarship matching gift
 3. Secure an unrestricted matching gift

Upcoming Events

Details on date, time, and location in appendix.

Piatigorsky Foundation Concert

Board Involvement

- ▶ Bring a guest to introduce them to the foundation
- ▶ 1 volunteer needed for check-in table and program handout

Goals

- ▶ 3 board members attend with a guest
- ▶ Total attendance of 50

Benevolent Day at SOUTH

Board Involvement

- ▶ Invite your network (e.g. co-workers, friends, family, service club, etc.)
- ▶ Attend with guests

Goals

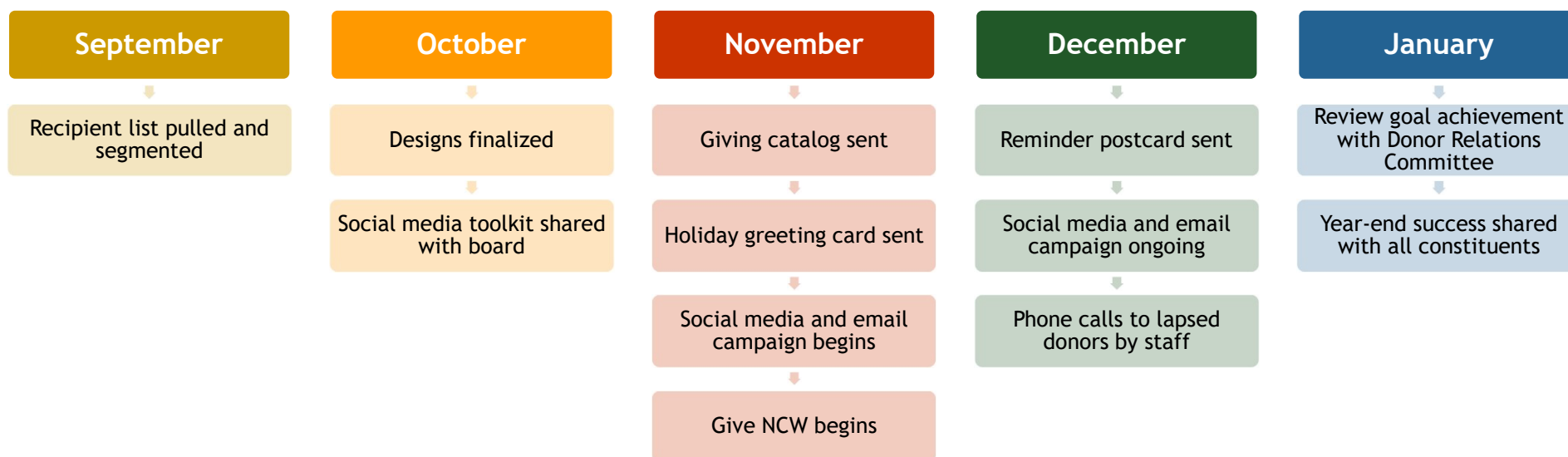
- ▶ 5 board members attend with guests
- ▶ 10 alumni sign up for the WVC Alumni Network
- ▶ 20 WVC employees attend

Appendix

Upcoming Meetings

Date	Type	Key Topic
October 21, 2024	Full Board	Development Activity
November 18, 2024	Full Board	Business / Governance
January 8, 2025	Donor Relations Committee	Year-End appeal wrap up Spring appeal activities

Year-End Timeline



Upcoming Events

Name	Date	Time	Location	Purpose	Audience
Lunch & Learn: Estate Planning	Tuesday October 22	11:30 am - 1:30pm	Wells Hall Theater	Cultivation of estate donors	WVC employees
Piatigorsky Foundation Concert	Tuesday October 29	5:30 - 7:30pm	Music and Art Center (MAC)	Stewardship	Long-time donors
Benevolent Day at SOUTH	Thursday November 7	11am - 9pm	SOUTH Pybus Market	Community outreach	General public
Cookie Decorating Party	December TBD	TBD	Wenatchee Valley College	Stewardship	WVC payroll donors

Upcoming Events

Name	Date	Time	Location	Purpose	Audience
Knight at the Wild	Tuesday February 21	7 - 10pm	Town Toyota Center	Stewardship	WVC payroll donors
Headshot Day Omak	April TBD	TBD	WVC Omak	Cultivation	WVC students & employees
Headshot Day Wenatchee	April TBD	TBD	WVC Wenatchee	Cultivation	WVC students & employees
WVC Alumni Week	May TBD	TBD	Wenatchee Valley College	Cultivation & engagement	WVC Alumni
Foundation Annual Celebration	May TBD	TBD	WVC Wenatchee	Stewardship	Donors, volunteers, students