



WENATCHEE VALLEY
COLLEGE
—FOUNDATION—

Full Board

October 21, 2024



Today is our first full board meeting focused on development activities!

What?

Board meetings have been restructured to align with priorities identified during the full board retreat.

How?

Full board meetings will [alternate each month](#) between business/governance and development activities.

Why?

Rather than adding more time and expectations on board members, we are leveraging the full board meeting time for *in-person* guided activities that will further the foundation's goals.

Teamwork makes the dream work!

- ▶ 15 board members
- ▶ 6 staff
- ▶ 70+ volunteers



Today's Activities



**BUSINESS
SPONSORSHIPS**



YEAR-END APPEAL

Business Sponsorships

What is a business sponsorship?

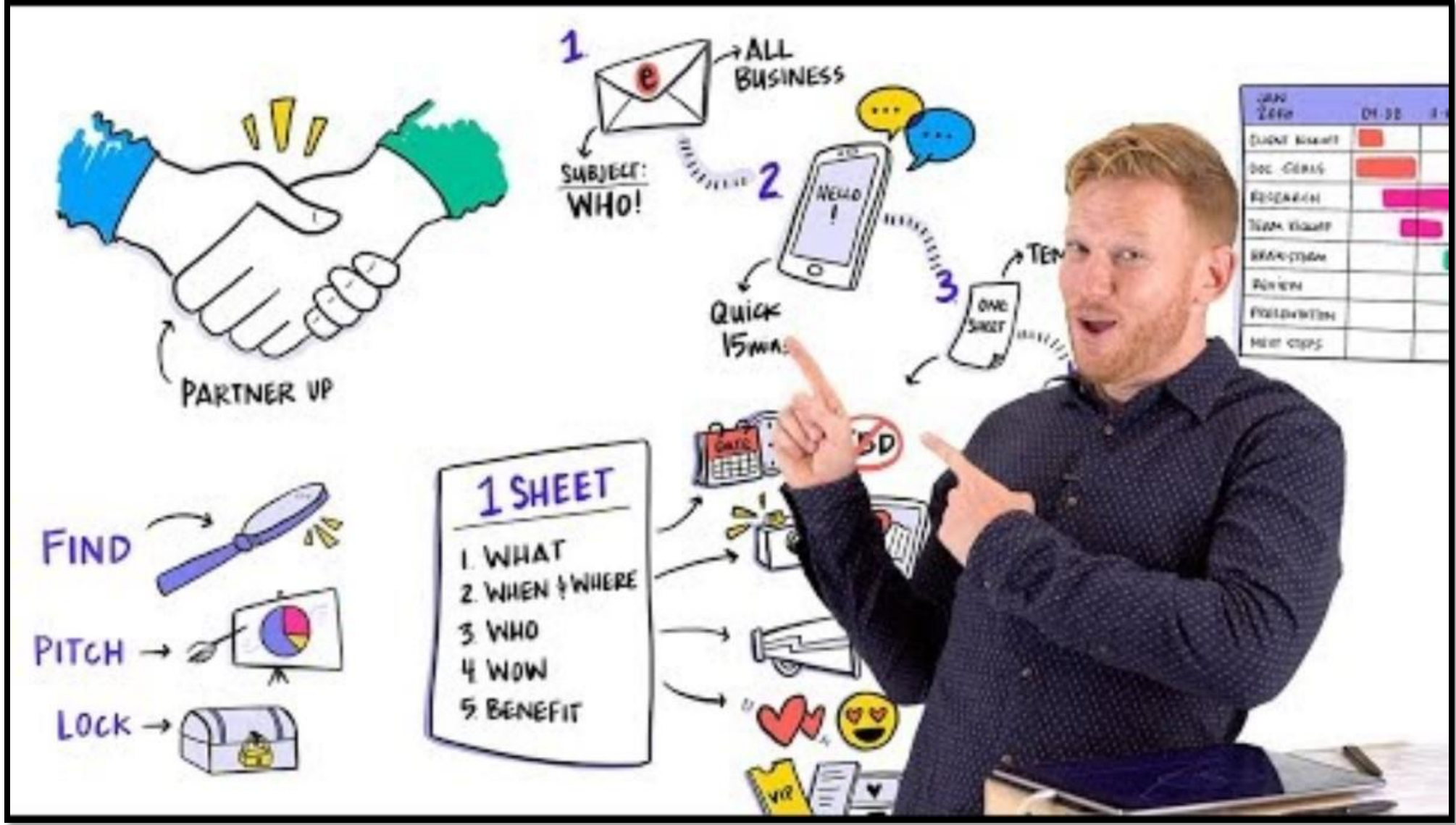
- ▶ When a corporation gives money or resources to a business or non-profit in exchange for promotion to that other entity's customers.



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WENATCHEE VALLEY
COLLEGE
— FOUNDATION —



The Basics

- ▶ Business sponsorships are *the* reason we're able to have signature events.
- ▶ *You* can elevate our visibility and fundraising potential.

Today

- Identify a business *you* can reach out to for a sponsorship.

By Nov. 18

- Staff provides resources for board members to make the pitch.

End of Nov

- Make the pitch to the businesses you chose.

End of Feb

- Lock-in all **WVC Alumni Week** sponsors.

End of July

- Lock-in all **Food Truck Knight** sponsors.

Business Sponsorship Timeline



MAKES AN ASK



Find!

- ▶ Review the sponsor list handed out by staff.
- ▶ Identify 3-4 businesses *you* could reach out to for a sponsorship.
- ▶ Identify local businesses that we are missing on the list.





3:00



2025 Sponsorship Opportunities



WVC Alumni Week

May 14-17, 2025



Food Truck Knight

Sept. 19, 2025

Pitch!

- ▶ Contact the businesses you chose.
- ▶ Staff will provide sample language and a sponsorship package (event details and benefit levels) next week.



Lock it in!

- ▶ Keep up communication with the business until the contract is signed.
- ▶ Staff will provide the contract, an invoice, and event timeline.



Questions?

DEEP
BREATHS



Year-End Appeal

What is the year-end appeal?

- ▶ A fundraising campaign during the calendar year-end (November & December).





How can *you* help?



Today!

- Add your signature to the holiday cards.
- Decide whether you'll contribute to the board match gift.

By Nov. 18

- Complete the “homework” in your packet (handwritten notes, selfie video).

After Nov. 18

- Use the social media toolkit to share content with your audience.

Add your
signature!



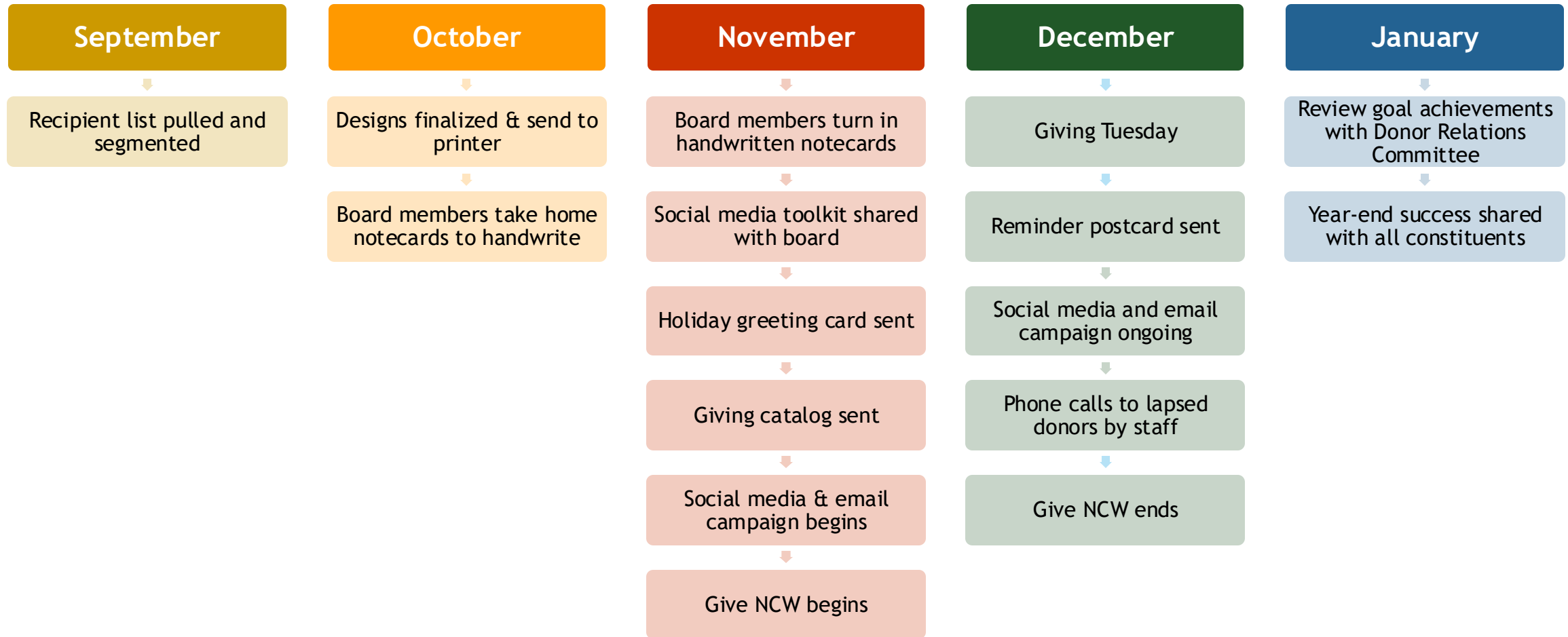
Appendix

Upcoming Meetings

Date	Type	Key Topic
November 4, 2025	Budget & Finance Committee	
November 11, 2024	Executive Committee	
November 18, 2024	Full Board	Business / Governance
January 8, 2025	Donor Relations Committee	Year-End appeal wrap up Spring appeal activities

Volunteer Engagement Committee meeting will be sometime in Nov.

Year-End Appeal Timeline



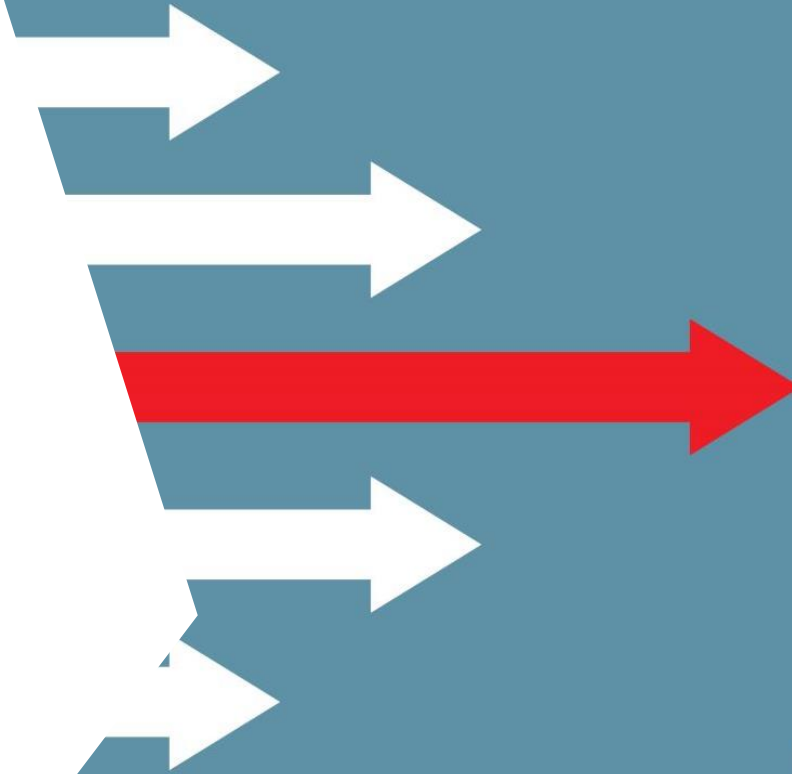
2024 Upcoming Events

Name	Date	Time	Location	Purpose	Audience
Lunch & Learn: Estate Planning	Tuesday October 22	11:30 am - 1:30 pm	Wells Hall Theater	Cultivation of estate donors	WVC employees
Piatigorsky Foundation Fall Concert	Tuesday October 29	5:30 - 7:30 pm	Music and Art Center (MAC)	Stewardship	Long-time donors
Benevolent Day at SOUTH	Thursday November 7	11 am - 9 pm	SOUTH Pybus Market	Community outreach	General public
Cookie Decorating Party	December 6	2 pm - 3 pm	Wenatchee Valley College	Stewardship	WVC payroll donors

2025 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 14 - 17	TBD	Wenatchee Valley College	Cultivation & engagement	WVC Alumni
Foundation Annual Celebration	May TBD	TBD	WVC Wenatchee	Stewardship	Donors, volunteers, students

Active Goals



Business Sponsorship Goals

1. Board members make solicitations made by November 29.
2. 100% of board members (15 members) make an ask.
3. 50% of board members (7 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 Goals

1. 8 board members record video testimonials for email marketing campaign.
2. Raise \$15,000 for the Annual Fund (unrestricted) by 12/31/24
3. Receive a donation from 15% of donors (58 donors) solicited through direct mail appeal
4. Gain 15 new donors (online or mail appeal)
5. 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

Event Goals

Piatigorsky Foundation Concert - Oct. 29

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

Benevolent Day at SOUTH - Nov. 7

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