



WENATCHEE VALLEY
COLLEGE
—FOUNDATION—

Strategic Goals



Strengthen board
engagement and
governance



Grow donor base



Strategically expand
grants and awards
from WVCF to WVC



Increase community
awareness

Goals

Strengthen board engagement and governance

- ▶ Restructure board to align with priorities
- ▶ Define board member requirements and expectations
- ▶ Increase board member involvement in fundraising activities
- ▶ Develop key performance indicators (KPI) to track progress of fundraising and programs



Grow donor base

- ▶ Target audiences with custom marketing (e.g. prospect, new donor, recurring, alumni, etc.)
- ▶ Strengthen recurring donor program
- ▶ Maintain or increase donor retention rate
- ▶ Expand estate giving pipeline



Strategically expand grants and awards from WVCF to WVC

- ▶ Align grants and awards with foundation mission
- ▶ Increase number and amount of scholarship awards
- ▶ Collaborate with college leadership to identify granting opportunities



Increase community awareness

- ▶ Impact-forward messaging
- ▶ Grow membership in the Alumni Network
- ▶ Physical location that is public-facing

