



WENATCHEE VALLEY  
COLLEGE  
—FOUNDATION—

## Recap Report

Food Truck Knight - Sept. 20, 2024

# Goals

# Raise \$15,000

- ▶ Total Expense:  
\$5,776.01
- ▶ Total Revenue:  
\$23,565.83
- ▶ Net: \$17,798.82



**Have 3 hero  
sponsors and 4  
friend sponsors.**

- ▶ Presenting (\$10k): 1
- ▶ Hero (\$1k): 3
- ▶ Friend (\$500): 8
- ▶ In-Kind: 8



**Hit 2,500 in  
attendance.**



# Cabinet members involved in fundraising at the event.

- ▶ 3 were in the Dunk Tank.
- ▶ 2 sold 50/50 raffle tickets.
- ▶ 3 handed out “Truck Bucks” to WVC employees.



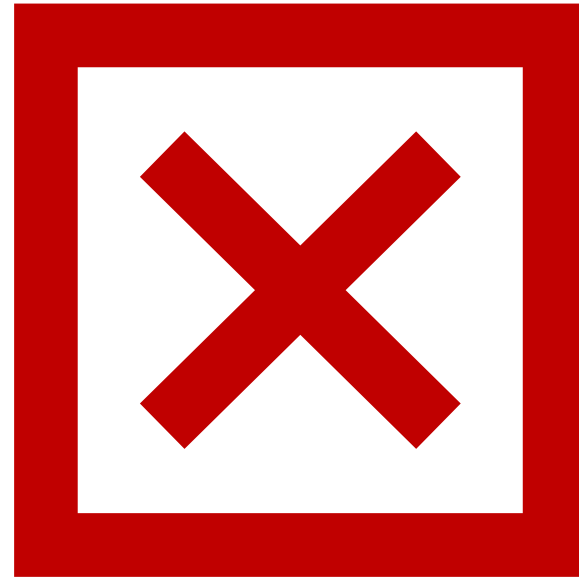
# Cabinet members involved in fundraising at the event.

- ▶ 3 were in the Dunk Tank.
- ▶ 2 sold 50/50 raffle tickets.
- ▶ 3 handed out “Truck Bucks” to WVC employees.



# Gain new alum to join the WVC Alumni Network.

- ▶ Sign up was not prominently displayed or promoted.
- ▶ Challenge distinguishing opportunity with all other activities at event.





# Other Results

# Recommendations

- ▶ Yellow tape to cover extension cords (safety)
- ▶ Temporary tattoos for kids zone
- ▶ Maximus for peak hour to take photos with guests
- ▶ PA for announcements throughout the event (e.g. who's in the dunk tank, promote vendors, etc.)
- ▶ Sandwich board to promote dunk tank
- ▶ Signage for photo booth
- ▶ Different placement for mariachi
- ▶ WVC and alumni swag for sale
- ▶ Greater variety of beer and cider







TRANSFORMING LIVES AND  
STRENGTHENING COMMUNITIES  
TRANSFORMANDO VIDAS Y  
FORTALECIENDO COMUNIDADES

OUT  
KETS  
ME  
AIFA



VAN TASSELL CENTER

WATER  
WALK  
←