

# 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