Introduction/Overview

- **Mission:**

  The mission of the foundation is to promote the general welfare of Solano Community College and its programs and services through soliciting, raising, and distributing funds to assist and support the College in fulfilling its role of serving the educational and cultural needs of the community.

- **Work Program Organization**
  - Develop Organizational Resources
  - Fundraising
  - Grants
  - Scholarship Management
  - Administrative/Financial Management
Develop Organizational Resources

- Develop Board
  - Determine Structure
  - Identify Prospects
  - Recruit New Members
  - Establish Committees
  - Prepare Committee Work Plans
  - Begin Implementation

- Develop Infrastructure
  - Software/Equipment
  - Date Base
  - Web Site
  - Determine Annual Operational Budget
Fundraising – Marketing

- **Foundation Marketing**
  - Determine brand identity
  - Establish key messaging points
  - Prepare graphics, images and photos to support key messages
  - Produce marketing and collateral materials
  - Integrate Web site design with marketing materials

- **Web Site**
  - iModules Encompass Software
    - foundation.solano.edu
    - alumni.solano.edu
  - CMS for foundation, alumni and donors
  - Email marketing
  - On-line:
    - Donations
    - Event registration
    - Ticket sales
## Fundraising – Public Outreach

<table>
<thead>
<tr>
<th>Community Outreach</th>
<th>Generate Positive Press</th>
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<tbody>
<tr>
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<tr>
<td>Regular presence at Chambers of Commerce</td>
<td>Focus on “Transforming Students’ Lives” theme</td>
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<td>- Attend mixer and events</td>
<td>- Develop compelling stories of person or program</td>
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<tr>
<td>- Solano Business Connections planned for April 16th</td>
<td>- Work with newspaper editors on strategic story placement</td>
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<td>- Presentations to service clubs &amp; civic organizations</td>
<td>- Released when event or fundraiser at SCC</td>
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<td>- Assist with CTE/Contract Education Marketing</td>
<td>- Annual calendar of planned story releases</td>
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<td>- Demonstrate relevance of SCC to industrial sector</td>
<td>- Top of mine strategy</td>
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<td>- Limited paid ads – generate press instead</td>
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<td>Alumni Association</td>
<td>Special Events</td>
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<tr>
<td><strong>Develop Data Base</strong></td>
<td><strong>Annual calendar of events that align with mission</strong></td>
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<td>Use presence in community to seek out names</td>
<td>Create “signature” event</td>
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<td>Mine Banner Advancement</td>
<td>Celebrate SCC 2013</td>
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<td>Use EDD info if available</td>
<td>Open House like that of four-year university</td>
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<td><strong>Prepare “Engagement Plan”</strong></td>
<td>Celebrate annual successes</td>
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<tr>
<td>Communication methods</td>
<td>Highlight programs like CTE</td>
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<tr>
<td>Calendar of events</td>
<td>Raise public awareness of SCC and enhance image</td>
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<tr>
<td>Benefit package</td>
<td>Recruit new students</td>
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<tr>
<td>Implement engagement program</td>
<td>Platform for fundraising</td>
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- Special Events:
  - Annual calendar of events that align with mission
  - Create “signature” event
  - Celebrate SCC 2013
  - Open House like that of four-year university
  - Celebrate annual successes
  - Highlight programs like CTE
  - Raise public awareness of SCC and enhance image
  - Recruit new students
  - Platform for fundraising
Celebrate SCC 2013

- Saturday, April 27, 2013
- Major Activities
  - Open House building on CTE Career Education Fair
  - Day on the Green Concert
  - CTE Car Show
  - Campus Life Booths
  - Lecture Series by Faculty
  - Student Tours, registration and financial aid information
  - Fine Arts Building Dedication

- Major Activities
  - Alumni & Friends Mixer
    - Mixer format with informal BBQ lunch
    - Boosters & Retirees’ Assoc.
  - S-P Reception and Tour
    - Networking reception for donors
    - Guided tour of selected program
  - Gala
    - Saturday, May 4th