Club and Team Fundraising

District Auxiliary Services Foundation – Enterprise and Auxiliary Services

Fall 2024

Travel, Training, Events, Internships, Conferences, Supplies, Equipment, Etc.

What do you want to do?

What are the Napa Valley College District Auxiliary Services Foundation (DAS) and the Enterprise and Auxiliary Services (EAS)

- **DAS** is a non-profit 501c3 organization set up to receive charitable donations and manage community partnerships for Napa Valley College and its programs, including student clubs.
- EAS manages DAS and supports college events, marketing, and promotion.
- DAS Tax ID/ EIN# 46-2918583

What you need to do to fundraise – 1,2,3…

1. Complete & submit the Student Club Fundraising Request Form.

   The fundraising request form should be submitted at the EAS office in Rm. 861 Tip:

   Your advisor **and** the Manager of Student Life Omar Pena need to sign the form.

2. Consider your "why" statement – a bulleted list of benefits is a good start.

3. Fill out the Development Assistance form on the DAS Web page. Call or email EAS/ DAS for questions and assistance at 707-256-7113 enterprise.services@napavalley.edu

Did you know?

Each student club has both a Trust account AND a DAS account. The **Trust account** is funded by the College annually for basic club operations. The **DAS account** is funded through fundraising activities.

How to tell the difference? It's all in the **account #** 79= Trust 83= DAS

Services and support available for fundraising, marketing, and events:

- Digital media – design, posting, cross promoting
  - Facebook, Instagram, twitter,
  - Email blasts
  - Eventbrite
- Print Media - design and production
  - Flyers, posters, banners, postcards, etc.
  - Advertisements (local magazines, college publications, Performing Arts playbills/programs, etc.)
  - Press/media releases
- Event support
  - Signage
  - Ticketing/Eventbrite site
  - Catering
  - Wine concessions and licensing
- Event supply and equipment lending library
  - Credit card (Point of sale) terminals & Wi-Fi hot spot
  - Petty cash and cash box
- Fundraising
  - Donor/audience and financial data management
  - Raffle and drawing coordination and compliance
  - Dine and Donate applications (Must fill out the form and contact the restaurant)
  - Donation box and signage

Did you know?

The Nursing Club's Annual fundraising campaign raises about $10k and their DAS account has an average balance of $30k. They use these funds to pay for their pinning ceremonies, regalia, grad photos, grad reception, and conferences.

Contacts:

EAS/DAS Managing Director
Carollee Cattolica – ccattolica@napavalley.edu - (707) 256-7161

EAS/DAS Administrative Assistant
Famela Recinto – Famela.Recinto@napavalley.edu - (707) 256-7113

Resource Development Manager
Morgan Louie –Morgan.louie@napavalley.edu - (707) 387-1923

Print Shop
Rick Foley – print.shop@napavalley.edu - (707) 256-7586

Attachment: NVC Student Club Fundraising Request Form

Why is Club Fundraising Important?

Clubs and club activities are vital to Napa Valley College and promote student success. Student engagement is directly correlated to educational goal attainment. A campus environment that is lively and vital is more than just fun – it boosts your grades and makes you more likely to graduate/transfer.

Please call the NVC District Auxiliary Services at (707) 256-7113 if you have any questions.

Who, What, When, Where, Why, How
Tips and tricks for successful fundraising

Who

Who is involved:

- All student clubs on campus
- DAS office.
- Office of Student Life/ ASNVC
- Club Advisor

Who to contact for assistance:

- DAS staff members via enterprise.services@napavalley.edu. or the DAS Development Assistance form.
- Omar Pena, Student Svcs Specialist omar.pena@napavalley.edu

What

DAS Fundraising Documents: *A guide to help student clubs utilize DAS resources to successfully fundraise and promote their programs.*

- *This document* is a breakdown of all the tools available to clubs with DAS and how we can assist in your project or fundraiser.
- *The Student Club Fundraising Form* is the form that must be filled out prior to any fundraising at Napa Valley College.
  - Student Club Fundraising form 2022-2023 (2).pdf

What tools are available: Fundraising forms, online donation portals, POS equipment, digital assistance, and promotional resources.

- **Please refer to page 2 for a list of hardware and resources available by DAS for events. To acquire these tools please:**
  - fill out the fundraising form
  - email a DAS staff member at enterprise.services@napavalley.edu
  - pick up the items from the DAS office and fill out our check out form.
  - Note: if you are requesting hardware, please notify us 3 days prior to the pick-up date so we can ensure everything is in order for your pickup and all the equipment is prepped and charged.
- **Click and Pledge Account**
  - Online donation portal available year-round. Refer to Click and Pledge set up page on page 5 for more details
- **Development Assistance**
  - Fill out our development assistance form - **https://forms.office.com/r/KFg9k95vZK**

- Provide a project deadline (please allow 3-5 days for content creation/equipment set up)
- wait until further instruction from DAS. Or email enterprise.services@napavalley.edu

When

When to fill out forms: Before any fundraising activity. Complete all forms prior to engaging in any fundraising endeavor.
When to start planning: As early as possible, especially for events requiring hardware, design work, print media etc... which need a 3-day notice. For raffles DAS requires a 6 week notification to comply with the state of CA gambling laws. Please reach out to a DAS employee for more information on Raffles and Drawings.
Key dates: Try to pinpoint key dates for your club during the start of the semester to maximize planning and execution time on fundraising activities.

Where

Where to find resources:
- DAS office Room 861, Building 800 for physical items and equipment.
- Office of student life Webpage for fillable fundraising and club forms located under forms and handouts.

Where to submit forms:
- When your forms have all the necessary signatures, please submit to the DAS office or to enterprise.services@napavalley.edu

Where to promote your fundraiser:
- NVC communications platforms, club social media, printed flyers and post cards and campus bulletin boards.

Why

Why fundraise:

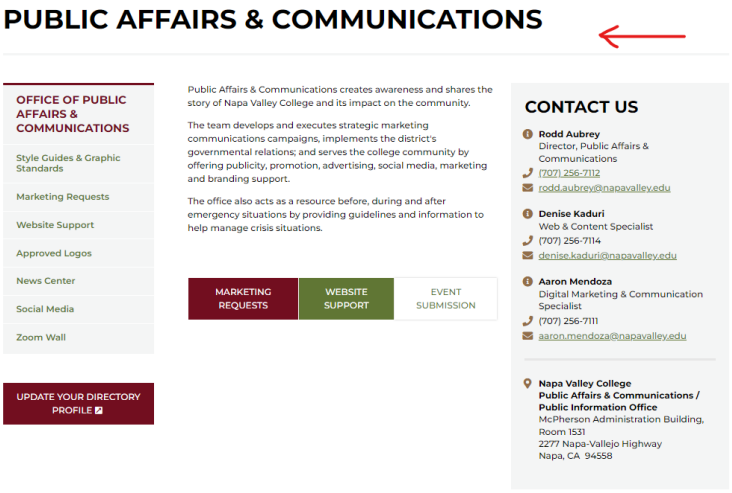
Create a compelling narrative to market your fundraiser. Your doners want to know why you are raising money, what it will accomplish and how it will strengthen your club and promote student success and advancement.

Why utilize DAS:

To access professional resources, streamline fundraising efforts, and maximize outreach.

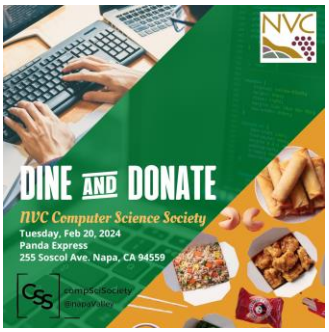
How

1. **Review DAS Fundraising Documents:**
    - Understand the tools and resources available.
    - Complete the Student Club Fundraising Form with necessary details and signatures and submit to DAS.
2. **Plan your fundraiser**
    - Select dates
    - Determine what tools you will need
3. **Utilize DAS Resources for Events:**
    - Fill out the Development assistance form or email a DAS staff member.
    - Notify DAS 3 days in advance for hardware needs.
    - Pick up items from the DAS office and complete the check-out form.
4. **Create Compelling Content for Promotion**
    - **Create your ask: Tell your audience why you are fundraising and why it is important.**
5. **Promote Your Fundraiser:**
    - Crafting compelling emails to NVC staff members with fundraiser details and purpose. You can send an email to all staff by contacting your ASNVC Coordinator or a DAS staff member
        i. Draft an email that you wish to send to the NVC community.
        ii. Attach your donation portal link
        iii. Submit to a staff member to send
    - Coordinating with the NVC communications department to feature the fundraiser on official social media accounts and newsletters. Getting the message out to the NVC communications team is key, this is the platform that has the largest audience with the most interest in your cause.
        i. Draft a social media post and attach a picture or graphic
        ii. You can submit a request on the NVC Website at: https://www.napavalley.edu/about/public-affairs-communication/index.html



iii.

- Utilizing frequent social media posts on club's own social media platforms. If your club has a social media account utilize it! Make sure to always tag the NVC main account!
    i. Draft a post
    ii. Share on social media and invite NVC or others to be a collaborator in the tags option in post creation.
- Designing and distributing flyers or postcards with QR codes for offline promotion on campus. You can request assistance from a DAS staff member for assistance with the creation of print materials if needed. Distribute flyers around campus, the napa community, give to friends and family and more! Be sure to include a QR code to your donation portal!
    i. For assistance review the following:
    ii. Submit information pertaining to the event or fundraiser to be included on the flyer. This should include the name of the event, when, where, and why.
    iii. Be sure to include a logo if you have one.
    iv. Specify if this is a digital media post or a print media advertisement and include dimensions needed

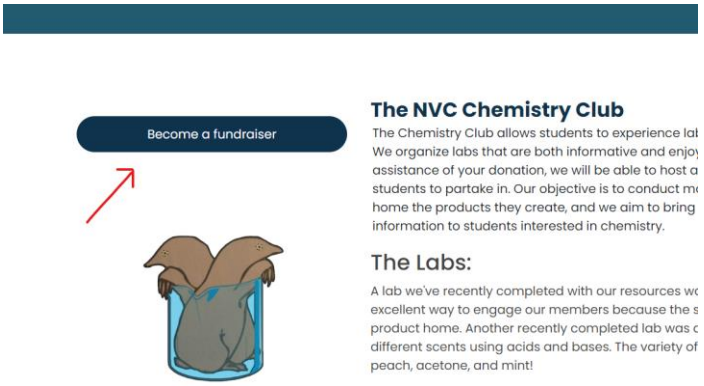


Setting Up Click and Pledge Account

- DAS can create a Click & Pledge account for your club. Click and Pledge is an online donation portal that allows clubs to fundraise year-round without having to plan an event. Doners can use a link and donate digitally.
- Our Staff will require several pieces to complete your click and pledge. It's important to include as much info as possible here to connect with potential donors and tell a compelling story about your club. Fill out our development assistance form or submit the following to enterprise.services@napavalley.edu
    - Pictures, logo, or club graphics
    - Official name of the club or organization
    - Description of the club
    - Why your club is raising money.
    - Highlights of any recent events held

V. Promoting Click and Pledge Fundraiser

- Once your click and pledge is live you will receive notification from a DAS staff member.
- Note that when your click and pledge is live it is up to you and your club to spread the word and start raising money. You will receive a link, and a QR code to your donation portal. We recommend sharing this information with friends, family, and anyone else you think would be interested in your cause.
- Take it one step further: Become a C&P fundraiser, once your c & P page is live you can request to be a fundraiser for this page, this will allow you to create a profile and brand the fundraiser as your own and encourage your followers and friends to join you.
    - Go to your fundraising page and click the button "Become a Fundraiser"
    - Either create a single profile, or create a team
    - Follow the steps in the profile creation process to finish setting up your personalized fundraising campaign.



NVC STUDENT CLUB FUNDRAISING REQUEST FORM

Student Club Name _____

DAS Account Number _____

Club President _____

Club Treasurer _____

Club Advisor Name _____

Advisor Phone Number/Email _____

Name of Fundraising Activity _____

Date(s) of Fundraising Activity _____

Location of Fundraising Activity _____

Please describe your planned activity/event. Include number of students/employees involved, responsibilities of those involved,

_____

_____

Purpose for funds raised through your activity.

_____

_____

_____

Identify from whom you will be soliciting support. (General description of mailing list or audiences).

_____

_____

Will a business or commercial vendor be participating in your event? ☐ Yes ☐ No
If yes, please describe their role and provide contact information.

_____

_____

_____

FUNDRAISING APPROVAL: ***(obtain in order)***

1. _____ **2.** _____ **3.** _____
Club Advisor Signature/Date ASNVC Coordinator Signature/date NVC Director of EAS Signature/Date

NOTE: Completed form must be submitted to DAS/Enterprise and Auxiliary Services (EAS) Room 861, 800 Building, at least 14days prior to event or campaign or the proceeds from the event may not be accepted for deposit. Please call 707-256-7113 for questions or to discuss your project.