



NVC DISTRICT AUXILIARY SERVICES/ ENTERPRISE & AUXILIARY SERVICES

Fundraising for a Better NVC Community

NVC Fundraising Guidebook: Your Roadmap to Successful Fundraising

1. Overview	1
2. About EAS & DAS	1
3. Mission & Vision	1
NVC Mission & Vision	1
4. Getting Started: Fundraising Steps & Timeline	1
1. Get your approvals	1
2. Submit one DAS Fundraising Request Form per initiative.	1
3. Plan around these lead times.	2
5. Available Fundraising Resources	2
Digital Media & Promotion	2
Print Media Support	2
Event Resources	2
Fundraising Tools	2
6. Contacts & Forms	2
Forms	2
Contact List	3
Department Webpages	3
7. NVC Style Guide	3
non-profit statement	3
NVC Graphic Standards	3
Approved Fonts	3
NVC Color Palette	4

1. Overview

This guidebook outlines the steps and resources available to develop and advance your program, club or department at Napa Valley College. Whether you're organizing a club event, a departmental initiative, or a community engagement activity, this document will help you navigate the process and access support from the District Auxiliary Services Foundation (DAS) and Enterprise and Auxiliary Services Department (EAS).

2. About EAS & DAS

When you fundraise, you promote and raise funds for your program, club, or activity as well as advance the mission of Napa Valley College. Fundraisers aligned with NVC's objectives generate vital financial support, showcase our academic programs, and deepen community connections.

- **DAS** (District Auxiliary Services Foundation): a 501(c)(3) nonprofit that supports NVC programs through charitable donations, commerce, and community partnerships. Tax ID/EIN# 46-2918583.
- **EAS** (Enterprise and Auxiliary Services): manages DAS and provides fundraising, marketing, and event coordination support across campus — guided by NVC's core values of integrity, accountability, respect, inclusion, equity-mindedness, social justice, and sustainability.

3. Mission & Vision

- **Mission:** Napa Valley College transforms lives. Whether your goal is to transfer, pursue a career, or explore your interests, NVC provides excellent educational and professional opportunities that are student-centered, equity-focused, and community-oriented.
- **Vision:** Napa Valley College cultivates a learning environment grounded in equity, inclusion, and empowerment.

4. Getting Started: Fundraising Steps & Timeline

1. Get your approvals.

Before you submit a request, get sign-off from your supervisor. Student clubs need approval from their club advisor and from the Manager of Student Life.

2. Submit one DAS Fundraising Request Form per initiative.

- This single form registers your event and any assistance request: [fundraising Request form](#)
- Need help planning? Be sure to fill out the development support section in the Fundraising Request form to tell DAS what you need, when, and where — or reach out directly at enterprise.services@napavalley.edu or (707) 256-7113.
- Forms are available on the [Office of Student Life webpage](#) or the [EAS webpage](#).

3. Plan around these lead times.

Submit your form early

6–8 weeks	Event planning
2–3 weeks	Digital media creation & distribution
3–5 days	Event supplies, petty cash, POS hardware

5. Available Fundraising Resources

DAS offers collaboration and a range of flexible resources to help you boost visibility, produce materials, and run smooth events.

Digital Media & Promotion

DAS can support your events through social media posts, email blasts, MailChimp, and Eventbrite — including graphic design, scheduling, and posting.

The Office of Public Affairs and Communications (OPAC) is also a great resource for event promotion. DAS often partners with OPAC to promote events and opportunities to our internal campus community. Through collaboration with DAS, we can promote your event through the OPAC Office via [community calendar](#) and a [marketing request to the OPAC office](#)

Print Media Support

Design and production of flyers, posters, banners, letters, postcards, booklets, and ads for local publications or NVC playbills.

Event Resources

Signage, catering and wine concessions (with licensing), POS terminals, Wi-Fi hotspots, petty cash and cash boxes, plus event management and ticketing through Eventbrite.

Fundraising Tools

Donation management (online portals, donation boxes, financial tracking), sponsorship programs, and compliance assistance for raffles, drawings, and Dine & Donate applications.

6. Contacts & Forms

Forms

[Fundraising Request Form](#)

Contact List

Name / Role	Phone	Email
Carollee Cattolica — Director	(707) 256-7161	ccattolica@napavalley.edu
Famela Recinto — DAS Administrative Assistant	(707) 256-7113	famela.recinto@napavalley.edu
Morgan Louie — Development Manager	(707) 387-1923	morgan.louie@napavalley.edu
Pilar Gonzales — Social Media Assistant	N/A	pilar.gonzales@napavalley.edu
Abbie Nogueron Lucio— Food Services Manager	(707) 256-7431	NVCCafe@napavalley.edu

Department Webpages

[DAS Webpage](#)

[Student Services / Student Clubs](#)

7. NVC Style Guide

Producing your own promotional materials?

non-profit statement

Be sure to include DAS's non-profit statement on ALL digital and print materials:

Napa Valley College District Auxiliary Services Foundation is a tax-exempt 501(c)(3) non-profit organization established for the purpose of promoting and assisting the educational mission of Napa Valley College. Donations to it are tax-deductible as allowed by law.

NVC Graphic Standards

Always include an NVC logo alongside your department, club, or organization logo in flyers and communications. Refer to the [NVC Graphic Standards](#) for approved logo files.

Approved Fonts

- Lithos — NVC logo typeface
- Montserrat — official font for the NVC website
- Helvetica, Arial, Calibri, Times New Roman — approved alternatives for titles and body text

NVC Color Palette

Dark Green #223528	Forest Green #30693F	Gold #ECA43
Maroon #762124	Sage #6D8877	Eggshell #F0EAD6