



Fundraising for a better NVC Community

NVC Fundraising Guidebook: Your
Roadmap to Successful Fundraising



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Overview



This guidebook outlines the steps and resources available for fundraising across all programming and departments at Napa Valley College. Whether you're organizing a club event, a departmental initiative, or community engagement activity, this document will help you navigate the process and access valuable resources from District Auxiliary Services (DAS) and the Enterprise and Auxiliary Services (EAS).

Did you know? The Nursing Club annually raises over \$10,000 for pinning ceremonies, regalia, grad photos, conferences and other club activities!

Advancement: the process of promoting a cause or plan

When you fundraise, you:

Promote and raise funds for your program, club, or activity. AND Advance the Mission of Napa Valley College

By organizing fundraisers that align with NVC's objectives, you not only generate vital financial support for college programs, clubs, and activities, but also elevate the institution's prestige and visibility.

Fundraising events showcase the college's diverse academic programs and highlight our commitment to educational excellence. Engaging the community through these initiatives fosters a deeper connection to the college, attracting prospective students and partners, and reinforcing Napa Valley College's reputation as a hub of learning and innovation.

We are here to support you!

Enterprise & Auxiliary Services advances Napa Valley College's mission by providing essential resources, fundraising support, and community engagement opportunities that empower students and programs. Together we foster a student-centered, equity-focused, and community-oriented environment by securing financial and operational support for initiatives that enhance learning, career development, and institutional growth.

Through strategic partnerships, inclusive fundraising efforts, and responsible stewardship, we uphold the college's core values of integrity, accountability, respect, inclusion, and sustainability so that every student can succeed and contribute meaningfully to our community.

- DAS (District Auxiliary Services Foundation) is a 501(c)(3) nonprofit organization that supports Napa Valley College programs through charitable donations, commerce and community partnerships.
- EAS (Enterprise and Auxiliary Services) manages DAS and provides support for fundraising, marketing, and event coordination across the campus.
- DAS Tax ID/ EIN# 46-2918583

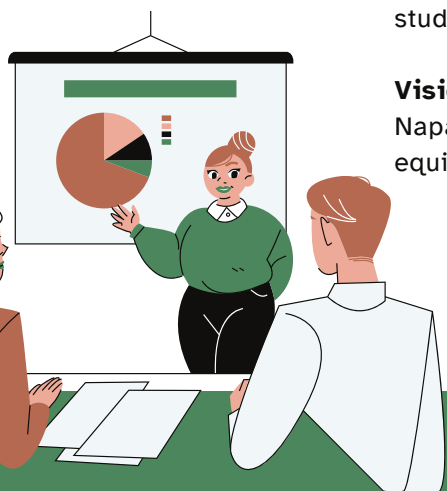
NVC Mission & Vision

Mission

Napa Valley College transforms lives. Whether your goal is to transfer, to pursue a career, or explore your interests, Napa Valley College 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.



Our Goals

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Our Values

We treat each other ethically and foster an environment of trust.

1. Integrity:
2. Accountability:
3. Respect:
4. Inclusion:
5. Equity-Mindedness
6. Social Justice
7. Sustainability

“

Napa Valley College has a strong commitment to supporting diverse communities and fostering inclusive programming throughout the region.

- Patricia van Leeuwen, Ph.D., senior director of diversity, equity, and inclusion at NVC

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Why Fundraise?

Fundraising is essential to advancing the growth and success of NVC and academic programs. Whether you're raising funds for events, student opportunities, or departmental needs, a successful fundraiser enhances the educational experience and strengthens the NVC community.

See our Website!



Fill out and submit
**Fundraising request form &
Development Support Form**
here!



First Steps

1

Define Your 'Why'

Clearly outline the purpose of your fundraiser. Why is it important, and what will the funds support? A bulleted list can help communicate your goals effectively.

3

DAS Development Support

Need assistance planning your event or fundraiser? If you need to request DAS services be sure to follow up your Fundraising Request form with the Development Support form. Tell us what you need, when, and where.

<https://forms.office.com/r/KFg9k95vZK>

You can also schedule an in person appointment with our staff at enterprise.services@napavalley.edu or call 707-256-7113 to schedule a discussion about your fundraising plans.

2

Submit a Fundraising Request

Complete the Fundraising Request Form available on the EAS website. This step ensures your event or initiative is officially registered. <https://forms.office.com/r/dLSJgLESgn>

- Submit a marketing request form from the OPAC office and put your event on the community calendar!
- Remember to get approval from your supervisors for the activity.
- If you are a student club, you will need approval from your club advisor, and the Manager of Student Life, Omar Pena.

Ready. Set. Start Fundraising!

Available Fundraising Resources

DAS is committed to supporting your promotion and fundraising efforts with a wide range of flexible resources tailored to your needs. Whether you're looking to boost visibility through digital outreach, create eye-catching print materials, or streamline event logistics, DAS offers expert guidance and hands-on support. From social media promotion to event coordination and compliance assistance, we provide the tools and expertise to help you maximize your fundraising success.



Digital Media Support

Utilize DAS's expertise in creating engaging social media posts, email blasts, and cross-promotion through campus channels.

- Platforms: Facebook, Instagram, MailChimp, and Eventbrite
- Types of Support: Graphics design, scheduling, posting, online marketing

Event Resources

DAS supports events with:

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

Print Media Support

DAS offers design and production services for:

- Flyers, posters, banners
- Letters, post cards, booklets
- Ads for local publications or NVC playbills

Fundraising Tools

- Donation Management: Online portals, donation boxes, and financial data tracking
- Sponsorship programs
- Compliance Assistance: Help with managing raffles, drawings, and Dine & Donate applications

Planning Your Fundraiser Timeline for Success:



✓ Submitting Forms & Documents

When to submit:

All fundraising forms must be submitted prior to starting any fundraising activities.

- Submit to DAS at enterprise.services@napavalley.edu or drop off completed forms at the DAS office.
- Make sure all necessary signatures are obtained.

Where to access forms:

- Fundraising request forms are available on the Office of Student Life webpage under forms and handouts. or on the EAS Webpage under Getting Started with Fundraising.

✓ Development Services

Start planning as early as possible to ensure you have enough time for print media, event logistics, and marketing.

- 3-Day Notice: Required for event supplies, digital media, and print materials.
- 6-Week Notice: Necessary for raffles due to state compliance laws.

✓ Promoting Your Fundraiser

Compelling Messaging:

- Tell your audience why you're raising money. Focus on the impact it will have on students and NVC programs.
- Use a combination of email campaigns, social media, flyers, and on-campus promotion to maximize outreach.

Online Donation Portal: Click & Pledge

- DAS can create a Click & Pledge account for your department or initiative, allowing year-round fundraising through an online portal.
- Once your Click & Pledge account is set up, promote the link via social media, email, and print materials.
- Tip: Encourage supporters to share the link with their networks.

Digital & Social Media:

- Utilize NVC's official channels and your own social media accounts to spread the word.
- Submit a request form to feature your event on NVC's main social media and public-facing information platforms

Offline Promotion:

- Print and distribute flyers with QR codes linking to donation portals.
- Post flyers on campus bulletin boards or in local businesses to increase visibility.

NVC Style Guide Overview

The NVC logo is crucial for our college's identity and brand recognition. It adds a level of professionalism to our communications, showcasing our commitment to our mission and values. Be sure to always include an NVC logo in your flyers and communications alongside your department, club or organization's logo!



Typography

Approved NVC Fonts

- Lithos - NVC Logo Typeface
- Helvetica - Alternative Title and Body text
- Arial - Alternative Title and Body text
- Montserrat - Official Logo used for the NVC Website
- Calibri - Alternative Title and Body text
- Times New Roman - Alternative Title and Body text

NVC Color Palette

DARK GREEN #223528 C 60 M 0 Y 25 K 79 R 27 G 42 B 31	GREEN #66883A C 25 M 0 Y 57 K 47 R 34 G 46 B 20	YELLOW #ECAF43 C 0 M 26 Y 72 K 7 R 49 G 37 B 14	MAROON RED #762124 C 0 M 72 Y 69 K 54 R 63 G 18 B 19	PURPLE #776794 C 20 M 30 Y 0 K 42 R 32 G 28 B 40	BLACK #000000 C 0 M 0 Y 0 K 100 R 0 G 0 B 0
FOREST GREEN #30693F C 54 M 0 Y 40 K 59 R 22 G 49 B 29	SAGE #6D8877 C 20 M 0 Y 13 K 47 R 30 G 37 B 33	MUSTARD YELLOW #B38806 C 0 M 24 Y 97 K 30 R 56 G 42 B 02	RED #A85256 C 0 M 51 Y 49 K 34 R 50 G 24 B 26	LAVENDER #BAA3AB C 0 M 12 Y 8 K 27 R 36 G 31 B 33	EGGSHELL WHITE #F0EAD6 C 0 M 03 Y 11 K 6 R 35 G 34 B 31

Dos and Don'ts

Maintaining the Correct usage of the official Logo is crucial for upholding consistency and showing respect for the NVC brand. Please adhere to the guidelines indicated below.

Do

- Use the primary logo when possible
- print log on a clear area when against a background
- keep logo on either of the 4 corners of the image or centered top or bottom.

Don't

- Wrap or distort Logo
- change logo orientation (keep upright)
- refrain from layering over busy photographs
- do not change logo colors unless to all black or all white

Graphic Standard Guidelines & Summary

Consistent branding is crucial for NVC as a college for several reasons:

- Reputation and Image
- Differentiation
- Community Engagement
- Future Alumni Relations
- Retention
- Internal Alignment
- Financial Support

Graphic Standard Summary:

Napa Valley College's brand guidelines outline the standards and rules for the visual and written representation of the college's brand. This includes guidelines for logo usage, typography, colors, imagery, and tone of voice.

The guidelines ensure consistency across all communications, which helps to build and maintain a strong and recognizable brand identity for NVC. Adhering to these guidelines is important as it helps to reinforce the college's brand image, making it more memorable and impactful to its audience.

For additional questions/concerns regarding NVC brand guidelines, email NVC Digital Media/Marketing Specialist, Aaron Mendoza at aaron.mendoza@napavalley.edu

Contact List

Name	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 RESOURCE DEVELOPMENT MANAGER	(707) 387-1923	morgan.louie@napavalley.edu
Rick Foley PRINT SHOP	(707) 256-7586	print.shop@napavalley.edu
Dylan Keene DEVELOPMENT ASSISTANT	N/A	das.development@napavalley.edu
Deja Calloway CAFE ASSISTANT MANAGER	<u>(707) 256-7431</u>	<u>NVCCafe@napavalley.edu</u>

Department Webpages

DAS Webpage

<https://www.napavalley.edu/about/administrative-services/enterprise-and-auxiliary-services/>

Student Services Webpage:

<https://www.napavalley.edu/student-services-and-resources/office-of-student-life/associated-students/student-clubs.html>

Communications Office Webpage:

<https://www.napavalley.edu/about/public-affairs-communication/index.html>



Forms

Fundraising Request Form

<https://forms.office.com/r/dLSJgLESgn>

Development Support Form

<https://forms.office.com/r/KFg9k95vZK>

NVC OPAC Office - Digital Marketing

<https://www.napavalley.edu/about/public-affairs-communication/index.html>



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