

Barstow College Foundation

2025-2026

ADVANCEMENT

ROADMAP

Integrating Communications, Fundraising, and Alumni Engagement to Strengthen Impact and Trust



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Executive Summary

Barstow's Moment of Opportunity

Barstow stands at a pivotal point in its history. With the arrival of the BNSF Barstow International Gateway, new workforce opportunities, and a renewed spirit of local pride, the Barstow College Foundation (BCF) is uniquely positioned to shape the city's next chapter. Yet with this opportunity comes responsibility: to modernize, to professionalize, and to tell our story with clarity, consistency, and conviction.

The **2025–2026 Advancement Roadmap** unites communications, fundraising, and alumni engagement into a single, actionable plan—one that transforms good intentions into measurable impact.

A Unified Vision for Advancement

Historically, these three functions have operated independently. This roadmap brings them together under a single purpose:



To build trust, inspire giving, and cultivate lifelong champions for Barstow College.

By aligning storytelling, donor activation, and alumni relationships, the Foundation can move from transactional fundraising to a culture of sustained philanthropy. Every story shared, every donor thanked, and every alumnus reconnected becomes part of a larger system that fuels scholarships, strengthens programs, and advances the College's mission.

Strategic Imperatives

1. Amplify the Story of Barstow Pride and Student Success.

Position the Foundation as the voice of hope and possibility for first-generation students, working families, and local employers.

2. Professionalize Fundraising Systems and Culture.

Establish clear campaign calendars, donor segmentation, and performance metrics that enable the new Executive Director and Board to measure progress and celebrate wins.

3. Reignite the Alumni Network.

Launch a modern engagement strategy—digital, relational, and purpose-driven—that turns former students into mentors, ambassadors, and recurring donors.

4. Leverage Technology for Transparency and Growth.

Implement integrated CRM/ERP tools to ensure accurate reporting, donor stewardship, and compliance with Brown Act and UPMIFA standards.

5. Build a Strategic Board Culture.

Shift from a “working board” to a “strategic engine” focused on governance, fundraising leadership, and community influence.

Outcome Goals by December 2026



- Double the number of active donors and alumni engaged.
- Establish at least **two sustainable annual fundraising campaigns** (Giving Tuesday and the First-Gen Fund).
- Implement an **automated CRM dashboard** for donor and scholarship tracking.
- Launch the **First-Gen Society** and **Young Professionals Alumni Board**.
- Publish the Foundation’s first **Annual Donor Impact Report** and achieve full compliance with governance best practices.

The Road Ahead

The Advancement Roadmap is not just a plan; it is a **leadership blueprint**. It positions the incoming Executive Director, Board, and volunteers to communicate with one voice, fundraise with focus, and engage alumni with pride. Together, these elements form the foundation for long-term sustainability, community trust, and transformational student impact.

Communications Plan

Barstow College Foundation



Overview

The Barstow College Foundation serves as the philanthropic arm of Barstow Community College, forging strong partnerships between the College and the greater Barstow community. The Foundation's communications approach is designed to maximize visibility and engagement while balancing tight manpower requirements. This plan emphasizes consistency, efficient use of content, and targeted outreach around the Foundation's signature events.

- **Consistency:** Establish a clear, predictable cadence of sharing content for Barstow Community College's monthly newsletter and generate weekly social media posts. This ensures regular visibility without overwhelming staff or audiences.
- **Cross-Posting Strategy:** Adapt the same stories and milestones across multiple channels—newsletters, social media, press, and website—to reduce workload while reinforcing key messages for the Foundation.
- **Prioritize Event Promotion:** Anchor communications around the Foundation's annual fundraising and donor engagement events. By concentrating on outreach before, during, and after these moments, the Foundation maximizes community engagement and giving opportunities.

This strategy provides a monthly content calendar that outlines newsletter themes, weekly social media rotations, and promotional activities for each of the Foundation's cornerstone events. The result is a sustainable plan that keeps the Foundation visible while strengthening donor relationships, and highlighting its impact on students and the Barstow community.

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Communication Tools

BARSTOW COMMUNITY COLLEGE NEWSLETTER

The Barstow Community College Foundation's feature in the BCC newsletter is a dedicated space to keep the Barstow community connected and informed about what is happening with the Foundation. This space contains exciting updates from the Foundation including upcoming events, progress on fundraising initiatives, opportunities to get involved, and important announcements from the board. This section serves as a way for friends and supporters of the College to stay engaged with the Foundation's mission and celebrate the collective impact we're making together. The Barstow Community College newsletter is published monthly ensuring our community always has timely updates.

SOCIAL MEDIA

The Barstow Community College Foundation will provide a weekly social media post to the Barstow Community College PIO to help keep the Barstow community engaged and inspired. These posts will highlight a variety of stories and updates, such as celebrating past and current scholarship recipients, sharing details about upcoming events, and introducing members of our Foundation Board. The Foundation can also use this as an opportunity to showcase the impact of Foundation funding at the College—spotlighting the programs, resources, and opportunities it supports.

PRESS/MEDIA RELEASES

The Barstow College Foundation will highlight both its community impact and student success stories. The press plan will focus on promoting planned community events—such as the Annual BBQ & Reverse Raffle and the Festival of Lights & Learning—while also elevating the achievements of scholarship recipients through local media, press releases, feature stories, or opinion pieces. By showcasing these milestones, the Foundation can strengthen community awareness, encourage participation, and inspire broader support for its mission.

WEBSITE

We reviewed the Barstow College Foundation's website and found the mission, giving options, and contact information are clearly presented, which is a great start, but there are more opportunities to make it more donor-friendly and engaging. Some suggestions include designing a more visible "Give Online" button on the home page, and incorporating more storytelling about why people should give, perhaps featuring students who benefit from scholarships, when possible using video content.

COMMUNITY OUTREACH

The Barstow Community College Foundation can continue to strengthen its ties with the local community by staffing outreach tables at key Barstow events throughout the year. At these events, the Foundation can host a table and share information not just about ways to give, but also meaningful ways to get involved—through volunteering, donations, or serving on committees. These face-to-face interactions help build awareness of the Foundation’s work, spark interest among local supporters, and show that community involvement goes beyond financial contributions.

EMAIL

Best practice is for the Barstow College Foundation to have its own contact management system (CMS) account, like Mailchimp. The Foundation will use its own email list, branding and messaging (often focused on philanthropy, alumni, and stewardship) to reach out to current and prospective donors. Having a unique Mailchimp account also ensures the Foundation has access to open rates, click rates, and granular level insights that provide the Foundation with information on how to improve content over time. The college currently uses Mailchimp as its CMS provider.

Having a separate Mailchimp account allows the Foundation to:

- Maintain ownership and control of its audience data
- Manage its own sender domains, templates, and branding
- Set independent permissions and API integrations (for example, with a donor CRM or payment platform)
- Ensure compliance with donor confidentiality and IRS audit standards

Mailchimp has a nonprofit-discounted plan that should be examined to help the Foundation maintain this autonomy for their own email communications. To implement Mailchimp and setup the account, the Executive Director (or Board Member charged with maintaining the email correspondence) should:

1. Create a new Mailchimp account under a Foundation-managed email (something like, info@bbcf.barstow.edu)
2. Authenticate the sending domain (via the Foundation’s DNS settings)
3. Import contacts from donor or alumni databases with consent documentation
4. Set up templates with Foundation branding
5. Integrate donation platforms (PayPal)
6. Add user roles for Foundation and College communications staff if collaboration is needed



Community Events

FOUNDATION EVENTS

The Barstow Community College Foundation ensures that students have the resources they need to thrive within the Community College. Much of their funding comes from donations and funds they receive at their annual events. These events are listed below

(* notes a collaborative event with partner organizations):

ALUMNI GALA

- **TIMELINE - January or February**

The Barstow Community College Foundation Alumni Gala is an annual event held in January or February designed to honor alumni and celebrate their achievements, while raising funds to support student scholarships, educational programs, and institutional priorities. The Gala brings together alumni, community leaders, donors, and college stakeholders for an evening of recognition, networking, and giving.

In past years, notable alumni have been celebrated with awards such as the Exceptional Alumni Award, recognizing outstanding career or community achievements. The event also provides an opportunity for the Foundation to showcase where donations go, strengthen alumni connections, and reinforce the impact of collective support. Because the Gala occurs at the beginning of the year, it helps set the tone for the Foundation's annual fundraising and engagement priorities.

PRESIDENTS CIRCLE LUNCHEON

- **TIMELINE - Last Thursday in March***

The President's Circle Luncheon is an annual invitation-only event hosted by the Barstow College Foundation that brings together distinguished President's Circle members. The President's Circle is an esteemed group of community supporters, alumni, and business leaders. The President's Circle Luncheon serves as a signature gathering where the College's Superintendent/President—Dr. Eva Bagg—greet and thanks major contributors who provide essential funding and flexible support to address Barstow Community College's most pressing needs.

The luncheon is one of the exclusive privileges of being part of the President's Circle membership, alongside benefits like priority access to PAC events, advertising space, and behind-the-scenes engagement with student productions. Through this event, the Foundation deepens relationships with its most committed donors and reinforces its mission of empowering both students and institutional growth.

ANNUAL GOLF TOURNAMENT

- **TIMELINE – May**

The Barstow College Foundation's Annual Golf Tournament, held each year in May, is a community-oriented fundraising event that brings together golf enthusiasts, alumni, business leaders, and supporters of Barstow Community College to raise funds in support of student scholarships, educational programs, and institutional priorities.

It serves both as a fundraising vehicle and as a chance to deepen engagement with the community, recognize donors, and make visible the impact of contributions toward student opportunity and college initiatives.

ANNUAL SCHOLARSHIP AWARDS CEREMONY

- **TIMELINE – May – week before graduation***

The Barstow College Foundation's Annual Scholarship Awards Ceremony is held the Friday before graduation each academic year, to formally recognize students who have been awarded scholarships.

At the ceremony, scholarship recipients are invited along with their guests to a banquet-style event where they receive their awards in person. Often, donors or representatives of the scholarship funds are present, sometimes presenting the awards themselves, which provides an opportunity for direct connection between students and benefactors.

Scholarships awarded cover a range of amounts (from smaller awards up to larger, competitive scholarships) and are given based on criteria set by donors—criteria like academic achievement, financial need, community involvement, and other donor-specified qualifications.

This event is both celebratory and purpose-driven: it celebrates student achievement, underscores the importance of donor support, and demonstrates concretely how philanthropic contributions are making a difference in students' lives. It also links to other Foundation priorities by raising awareness of how scholarships are administered, when applications are due, and how members of the community can contribute.



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ANNUAL BBQ FUNDRAISER & REVERSE RAFFLE

- **TIMELINE - every second Saturday in September**

The Barstow College Foundation's Annual BBQ & Reverse Raffle is a major fundraising and community engagement event held in mid-September. It's open to the public and features food, fellowship, a reverse raffle, and a silent auction.

The funds raised support scholarships and educational programs at Barstow Community College, helping provide resources that directly benefit students.

CIGARS UNDER THE STARS

- **TIMELINE - October**

"Cigars Under the Stars" is a fall fundraising event hosted by the Barstow College Foundation. The event is designed as an upscale, evening gathering bringing together community supporters, alumni, donors, and friends of Barstow Community College.

Cigars Under the Stars is an event held in October that offers a relaxed, yet elegant evening under the night sky. Guests enjoy cigar tastings in a lounge-style setting, complemented by light food, drinks, and music that create the perfect ambiance for socializing. The event also provides a unique opportunity for donors, college leadership, and community members to connect and network in a sophisticated atmosphere.

The purpose of Cigars Under the Stars is twofold: to raise funds through ticket sales and sponsorships, and to deepen relationships with supporters in a setting that is more intimate than larger public fundraisers. It also serves to highlight the work of the Foundation—how philanthropic support translates into student scholarships, campus facilities, and other institutional priorities.

FESTIVAL OF LIGHTS & LEARNING

- **TIMELINE - First Tuesday in December***

The Festival of Lights & Learning is an annual holiday-themed fundraising and community event hosted by the Barstow College Foundation each December. It is open to the public and brings together students, families, community members, vendors, performers, and supporters for an evening of festive celebration—which includes food trucks, live performances, vendors, Santa photos, a raffle, a Christmas tree lighting, and the illumination of campus buildings.

All proceeds from this event are dedicated to supporting student scholarships and educational programs at Barstow Community College. The event helps build community connections, showcase the college's programs and talent (especially in the arts), and offer an opportunity for community giving in a joyous seasonal setting.

Foundation Activities Toolkit

At the back of this report, you will find the *Foundation Activities Toolkit*. The Foundation Activities Toolkit provides the Barstow College Foundation with a clear, practical framework for planning and executing community engagement and donor stewardship activities. It contains suggestions for step-by-step event planning procedures and checklists, donor acknowledgment and response best practices, and guidance for both internal and external communications. The toolkit also includes media and press tips, social media recommendations, and website editing procedures to help ensure consistent, high-quality messaging from the Foundation. Tools like the “*Donation Thank You Response Checklist*” serve as a sample and may not be necessary when using CRM tools like Bloomerang. These checklists are included to help guide the Foundation in creating their own system, and to provide context for the types of information you might want to keep track of while implementing these systems.

Also included in this toolkit is the “*2025-2026 Communications Calendar*”. The calendar includes suggested outreach activities for the Foundation’s annual events plus recommendations for social media and newsletter content. This list should be considered a starting point, not an exhaustive list of all communication activities each month. As you move through each of the promotional activities for the Foundation’s annual events, you will want to update this schedule of activities to maintain a consistent flow of information as well as a record of all the communication activities the Foundation conducts over the course of the year.

The logo for Barstow Community College is displayed on a brick wall. The word "BARSTOW" is in large, white, serif capital letters. Below it, "COMMUNITY" and "COLLEGE" are in smaller, white, serif capital letters, stacked vertically. The background is a light-colored brick wall with some greenery visible in the foreground and background.

Fundraising Activation: Converting Trust Into Support



Purpose and Philosophy

The Barstow College Foundation's fundraising strategy is grounded in a simple truth:

People give to people they trust — and stories they believe in.

Following the Communications Plan, which builds awareness and emotional connection, this Fundraising Activation Plan converts that trust into tangible support. It positions BCF to cultivate donors methodically, steward them transparently, and grow a reliable, diversified base of philanthropic revenue.

This plan establishes a disciplined approach to fundraising built around three pillars:

- **Consistency** – Predictable, recurring campaigns tied to seasonal giving opportunities.
- **Clarity** – Defined value propositions for each campaign, focused on student impact.
- **Credibility** – Transparent reporting and donor recognition that reinforces trust and encourages repeat giving.

Fundraising Objectives (2025–2026)

By December 2026, BCF will:

- Launch two signature annual campaigns: **Giving Tuesday** and **The First-Gen Fund**.
- Raise a combined **\$150,000** in unrestricted and program-specific funds.
- Add **200 new donors**, including 50 recurring givers.
- Reactivate **50 lapsed alumni donors** through personalized outreach.
- Establish a **Donor Impact Dashboard** within Bloomerang for quarterly Board reporting.

CAMPAIGN PORTFOLIO

BCF will pursue a balanced portfolio that blends broad-based community campaigns with targeted major-gift cultivation.

Campaign Type	Campaign Name	Objective	Timing	Audience	Lead
Digital Micro-Philanthropy	Giving Tuesday 2025	Acquire new donors through a unified online giving push	Nov 2025	Alumni, local residents, staff, small businesses	ED + Fundraising Committee
Signature Cause Campaign	The First-Gen Fund	Build scholarship support and mentorship opportunities for first-generation students	Mar 2026	Alumni, faculty, staff, education advocates	ED + Alumni Subcommittee
Event-Based Campaign	Lights & Learning Gala	Raise funds for scholarships and showcase student success stories	Jun 2026	Regional partners, corporate sponsors, donors	Board Event Committee
Community Challenge Campaign	Desert Donor Drive	Cultivate recurring small donations (“\$10 for Tomorrow”) from local supporters	Ongoing	Residents, service clubs, small business owners	General Manager
Corporate & Partner Giving	Barstow Builds Careers Sponsorships	Leverage employer partnerships with BNSF, Hospital, and Military Base	Q3 2026	Corporate leaders	ED + Board Chair



FUNDRAISING INFRASTRUCTURE

TECHNOLOGY:

Leverage Bloomerang as the Foundation's CRM of record to automate thank-you emails, track gift history, and generate dashboards for Board meetings. Standardize data entry protocols to ensure gift accuracy, donor segmentation, and IRS-compliant receipting.

DATA SEGMENTATION:

Categorize donors by relationship stage:

- **New Prospects:** Unengaged alumni, event attendees, or first-time givers.
- **Active Donors:** Regular contributors or event participants.
- **Major Donor Prospects:** Corporations or individuals giving \$1,000+.
- **Legacy Donors:** Individuals identified for planned giving or endowment gifts.

DONOR RECOGNITION:

Establish a tiered recognition framework:

- **President's Circle** (\$1,000+)
- **Ambassador's Circle** (\$500–999)
- **Friends of Barstow** (Recurring \$25+ monthly)

Recognition will include quarterly e-news spotlights, digital badges, and an annual Donor Impact Report.

BOARD AND STAFF ROLES

- **Executive Director:** Oversees campaign planning, donor communications, and stewardship reports.
- **General Manager:** Executes campaign logistics, Bloomerang data management, and thank-you communications.
- **Board Fundraising Committee:** Sets annual targets, reviews donor lists, and leverages networks for sponsorships.
- **PIO and Communications Team:** Ensure consistent storytelling, brand voice, and data-informed content creation.

Organizations utilize both Mailchimp and Bloomerang for their marketing and fundraising functions. The two platforms do offer integration options to streamline data between each other.



KEY METRICS

Metric	2025 Target	2026 Target
Alumni Contacts in Database	500	1,000
Alumni Event Attendance	100	200
Mentors Recruited	10	25
Alumni-to-Donor Conversion	5%	10%
Digital Engagement (Likes, Shares, Comments)	+25%	+50%

SYNERGY WITH COMMUNICATIONS AND FUNDRAISING

- Communications fuels visibility. Alumni stories featured across digital channels reinforce pride and connection.
- Fundraising turns engagement into investment. Alumni campaigns follow storytelling moments—donations feel natural, not transactional.
- Governance sustains it. Transparent reporting and donor recognition complete the cycle, encouraging long-term loyalty.

CALL TO ACTION

The Alumni Engagement Plan turns history into momentum.

It ensures that every graduate, whether from 1975 or 2025, feels a lasting sense of belonging—and a clear way to give back.

Together, these three interconnected systems—**Communications, Fundraising, and Alumni Engagement**—create a sustainable advancement engine that will power the Barstow College Foundation’s next decade of impact.

Alumni Relations Strategy

Barstow College will implement a holistic, actionable alumni outreach strategy that, at its core, is about belonging and reciprocity, treating graduates not as names on a list but as partners in the College's mission over a lifetime. Alumni are living proof of impact for current students, trusted messengers in the community, and stewards of programs that shape their own lives. By embedding alumni stories, invitations, and recognition into the existing communications cadence, we honor that relationship publicly. Monthly newsletters become a space to celebrate real journeys and open tangible ways to give back. Social media posts amplify diverse voices, so more students see themselves represented, and newsletters turn milestones into shared moments of pride. Developing an alumni community is a way of engaging people's interests, and identities, meeting them where they are with relevant opportunities to mentor, host, volunteer, hire, or give. Event activations create touchpoints where stories, opportunities, and support can be fully integrated with the greater Barstow community. This approach turns values into habit, strengthens ties with the regional workforce and community, and creates a virtuous cycle of mentorship, opportunity, and philanthropy that lifts students, alumni, and Barstow College together.



STRATEGIC PILLARS

- Build robust infrastructure to scale alumni engagement and adapt to change.
- Cultivate deeper relationships that move alumni from “follow” to “lead” to “give”.
- Recognize diverse motivations (career, identity/affinity, faculty bonds, impact).
- Measure what matters (i.e., engagement velocity, progression, action completion, sentiment).

AUDIENCE SEGMENTS AND CORE CHANNELS

SEGMENTS

Recent Graduates (0–5 years)

- Career momentum, networking, micro-volunteering, first gifts

Mid-Career Professionals (6–15 years)

- Mentorship, professional affinity, family-friendly events, recurring giving

Established Leaders (15+ years)

- Board-level stewardship, giving circles, project ownership, major gifts

CHANNEL CADENCE (MATCHED TO CURRENT PLAN AND WORKFLOWS)

Newsletter (monthly)

- Alumni spotlight, volunteer call-to-action, “impact this month”

Social (weekly via PIO)

- Short wins, event reminders, board features, submit at least one week in advance with captions, visuals, links, and proposed dates

Email (targeted)

- Segment-specific series (i.e., welcome/onboard, events, and stewardship)
- Foundation-managed Mailchimp account with templates and integrations

Press and Website

- Use press for major milestones and coordinate updates with Public Information Officer, plan 1–2 weeks lead time for website changes.

MESSAGING FRAMEWORKS

Inspire (story + impact)

- “Because of alumni, students...”

Invite (specific role)

- Mentor, panelist, event host, peer solicitor

Involve (next step)

- RSVP, volunteer form, links, and toolkit

Use faculty connections and exclusive access (i.e., behind-the-scenes, lab tours, etc.) as dependable engagement magnets

YEAR-ROUND TOUCHPOINTS (BEFORE / DURING / AFTER)

Alumni Gala (Jan/Feb)

- Segment invites, volunteer recruitment, live testimony and QR giving; 48–72 hour stewardship follow-up with photos

President's Circle Luncheon (March)

- Leadership stewardship, impact briefing, pledge renewal prompts

Golf Tournament (May)

- Peer-to-peer foursome challenges, donor/student connection stories for press and web

Annual BBQ & Reverse Raffle (September)

- Alumni table, mentoring sign-ups, QR donations, volunteer interest capture

Festival of Lights & Learning (First Tuesday in December)

- Pre-event email and social, on-site table for list growth, photo-driven recap

IN-PERSON ENGAGEMENT DESIGN

- **Affinity-based events around industries and identities**
- **Faculty-led mini-reunions and class visits**
- **"Can't-buy" access (i.e., backstage, labs, and special meetings with leadership)**

VOLUNTEER AND LEADERSHIP PATHWAYS

Young Professionals Board (YPB)

- 2–3 year terms for students with the intention of creating a pipeline for future trustees and major donors

First-Generation Alumni Society:

- An identity-based community with powerful "pay-it-forward" motivation involved in mentoring and micro-fund drives

Fundraising Activation (Peer-led)

- Toolkits
 - Alumni testimonials, fundraising links, and sample texts
- Giving circles
 - Organized by class year or affinity with visible progress
- Training
 - 30-minute scripts provided to Alumni fundraisers to clearly communicate vision and goals.

Roles & Workflows

 Role	 Responsibilities
Executive Director (ED)	<ul style="list-style-type: none"> ▪ Owns alumni strategy ▪ Approves messaging ▪ Engage leaders and major donors
Communications Lead (Comms)	<ul style="list-style-type: none"> ▪ Builds segment calendars ▪ Drafts newsletter/social ▪ Submits content to PIO ▪ Tracks metrics ▪ Coordinates website updates with PIO
Public Information Officer	<ul style="list-style-type: none"> ▪ Posts approved content and messaging ▪ Manages web updates per brand and accessibility standards
Board/Volunteers	<ul style="list-style-type: none"> ▪ Amplify posts ▪ Assist at events ▪ Support stewardship steps

12-Month Implementation Timeline (Jan-Dec 2026)

Month (2026)	Key Actions	Primary Owner(s)
Jan	<ul style="list-style-type: none"> Form Alumni Engagement Task Force with board champions Stand up email infrastructure (i.e., audiences and templates) Identify 2–3 quick wins (i.e., alumni spotlight series, alumni table at the next event, etc.) Align brand/accessibility standards for web & social 	<ul style="list-style-type: none"> ED Comms PIO Board/ Volunteers
Feb	<ul style="list-style-type: none"> Builds segment calendars Drafts newsletter/social Submits content to PIO Tracks metrics Coordinates website updates with PIO 	<ul style="list-style-type: none"> ED Comms PIO Board/ Volunteers
Mar	<ul style="list-style-type: none"> Launch segmentation in newsletter and email Publish alumni hub Launch “Submit a Success Story” form and start impact story library Publish first spotlights Release volunteer interest forms 	<ul style="list-style-type: none"> Comms PIO Board/ Volunteers ED
Apr	<ul style="list-style-type: none"> Present Q1 results to Foundation Board Refine segments 	<ul style="list-style-type: none"> Comms ED PIO

Month (2026)	Key Actions	Primary Owner(s)
May	<ul style="list-style-type: none"> ▪ Onboard first volunteer cohorts ▪ Formalize stewardship playbook for spotlights and events ▪ Continue segmented comms cadence 	<ul style="list-style-type: none"> ▪ Comms ▪ ED ▪ Board/ Volunteers ▪ PIO
Jun	<ul style="list-style-type: none"> ▪ Begin CRM/tech enhancements (integrations/automations as needed) ▪ Develop alumni solicitor training ▪ Plan giving circle pilot ▪ Pre-launch First-Gen Alumni Society ▪ Compile Q2 metrics 	<ul style="list-style-type: none"> ▪ ED ▪ Comms
Jul	<ul style="list-style-type: none"> ▪ Roll out solicitor training (session 1) ▪ Launch First-Gen Alumni Society ▪ Pilot Giving Circle #1 ▪ Present Q2 results to Board 	<ul style="list-style-type: none"> ▪ ED ▪ Comms ▪ Board/ Volunteers
Aug	<ul style="list-style-type: none"> ▪ Review CRM/tech enhancements ▪ Engage society members for feedback ▪ Evaluate giving circle pilot ▪ Expand spotlight/impact stories ▪ Mid-year list of items that can be enhances based on feedback from Alumni and the Board 	<ul style="list-style-type: none"> ▪ Comms ▪ ED
Sep	<ul style="list-style-type: none"> ▪ Pilot Giving Circle #2 (if viable) ▪ Deepen stewardship steps for leaders/majors ▪ Prep Q3 dashboards 	<ul style="list-style-type: none"> ▪ ED ▪ Comms ▪ Board/ Volunteers

Month (2026)	Key Actions	Primary Owner(s)
Oct	<ul style="list-style-type: none"> ▪ Present Q3 results to Board ▪ Plan Year-2 roadmap and budget ▪ Add advanced CRM automations as needed 	<ul style="list-style-type: none"> ▪ ED ▪ Comms
Nov	<ul style="list-style-type: none"> ▪ Year-end campaign pushes by segment ▪ Giving circle and society activations ▪ Volunteer/event support ▪ Finalize success stories for year-end 	<ul style="list-style-type: none"> ▪ Comms ▪ Board/ Volunteers ▪ ED
Dec	<ul style="list-style-type: none"> ▪ Close out metrics on impact of Alumni engagement ▪ Compile annual summary ▪ Finalize Year-2 plan ▪ Prep Q4 results package for Jan 2027 Board Meeting 	<ul style="list-style-type: none"> ▪ Comms ▪ ED

Content and Asset Checklist



Alumni hub (web)

- Prominent donate link
- Alumni stories
- Volunteer sign-ups
- Event rollups
- Coordinate timing and lead time with PIO

Email series

- Welcome/onboarding (new grads)
- Event communication
- Donor/volunteer impact

Volunteer kits

- Alumni roles/terms
- Peer-to-peer script
- Sample posts
- Thank-you templates

Press templates and launch windows

- Content templates for press, social, and website communication



This report was prepared by ArroyoWest LLC for the sole use and benefit of Barstow College Foundation.



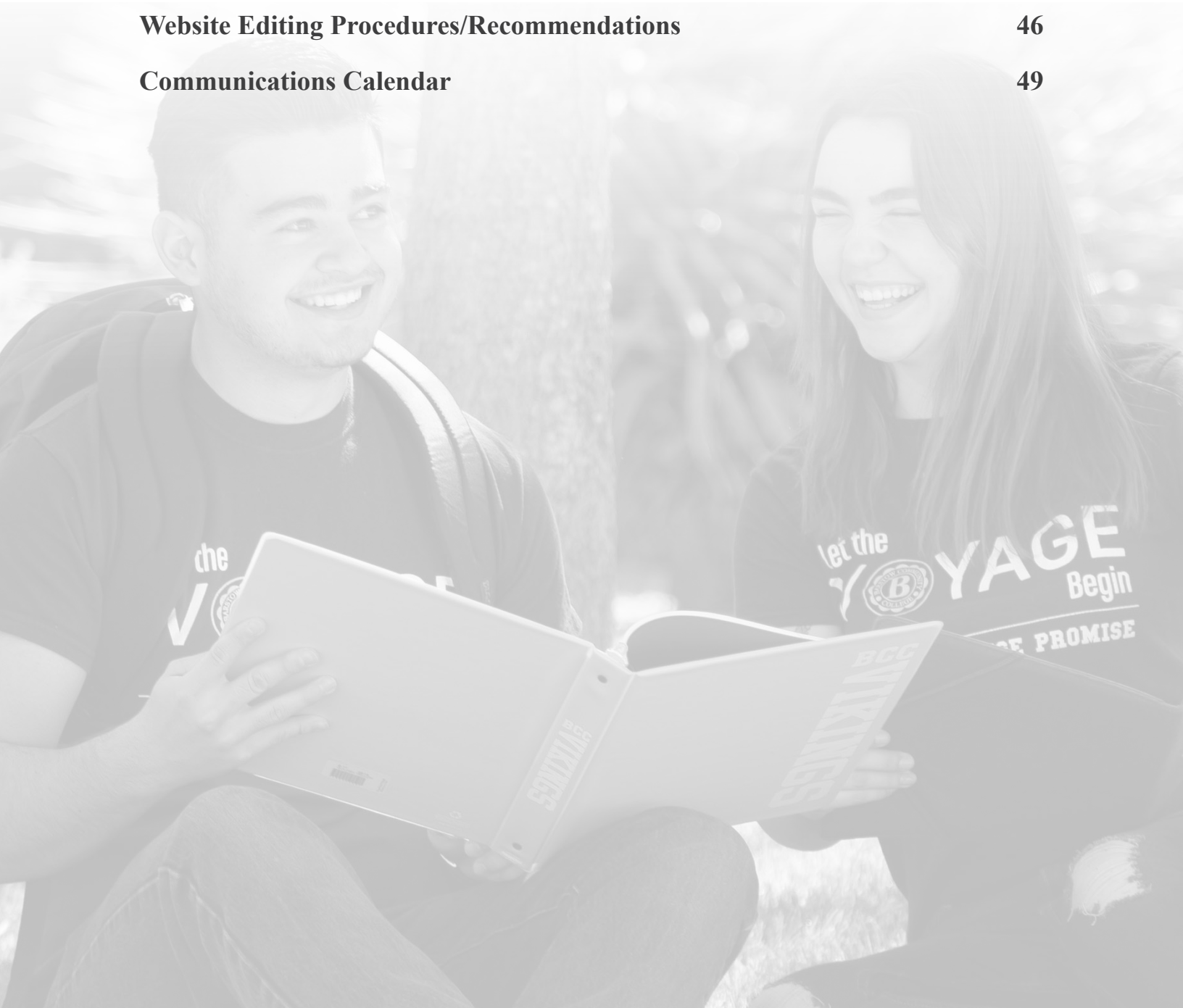
BARSTOW COLLEGE FOUNDATION

FOUNDATION ACTIVITIES TOOLKIT



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Event Planning Procedures and Checklists

When the Barstow College Foundation plans an event like Cigars Under the Stars or the Annual Golf Tournament, the goal is to deliver a well-run experience that advances fundraising and stewardship, reflects the College's mission, respects the time of volunteers, and is an enjoyable experience for guests. This procedure outlines how we select a location, set the timeline, assign responsibilities, invite guests, manage the event day, and complete follow-up. It is designed so that different people can step in at different points without losing continuity.

EVENT PLANNING

Every event that the Foundation takes part in should begin with a simple overview and division of responsibilities built by the Executive Director. This brief should include the event's:

- Purpose (fundraising, community outreach, scholarship fund, alumni relations, etc)
- Target Audience
- Revenue Goal
- Special Program Elements (speakers, student stories, awards)

The Executive Director should assign an Event Lead who coordinates day-to-day tasks and maintains a shared folder containing the brief, timeline, vendor files, invitations, guest lists, run-of-show, floor plan, and a handoff log. The Event Lead can be the Executive Director, Board Member, or Volunteer. A checklist for each activity should be maintained by the Event Lead, so if the Event Lead needs to step away, someone can understand the status of the event briefly.

RESPONSIBILITIES BY ROLE



EXECUTIVE DIRECTOR

- Oversees all events and approvals, finalizes budget and program.
- Builds the event brief and assigns all roles.
- Requests facility approval (on campus) or insurance documentation (off campus).
- Reviews and signs sponsorship materials and donor communications.
- Leads all donor, sponsor, and attendee follow-up after the event.
- Provides wrap-up report to the Foundation Board.
- Signs thank-you correspondence per the Thank You Response Procedure.



EVENT LEAD

- Coordinates day-to-day planning, check-ins, and handoffs.
- Maintains shared event folder, master checklist, and run-of-show.
- Ensures all team members complete their assigned portions.
- Leads the virtual walk-through before the event.
- Manages event-day timing and logistics oversight with the Logistics Lead.
- Oversees post-event documentation and uploads all final materials.



LOGISTICS LEAD

- Researches and secures venue (primary + backup if outdoors).
- Confirms tables, chairs, linens, podium, and signage locations.
- Schedules AV test two weeks before the event.
- Oversees physical setup, teardown, and vendor coordination.
- Ensures accessibility, power, parking, lighting, and contingency plans are in place.
- Confirms all rentals and deliveries before and after event.



COMMUNICATIONS LEAD

- Creates save-the-date, invitation, and reminder materials.
- Manages email and social media promotion.
- Prepares name badges, table tents, and printed programs.
- Designs event signage and post-event thank-you graphics.
- Maintains RSVP form and updates live guest list.
- Provides “day-of binder” with scripts, guest list, and vendor contact sheet.



SPONSORSHIP & DEVELOPMENT LEAD

- Manages sponsor outreach and recognition.
- Ensures logos, signage, and benefits fulfillment are complete.
- Confirms sponsor acknowledgment in programs, slides, and speeches.

- Coordinates with Communications Lead for placement and visibility.
- Tracks all sponsorship revenue and donations in coordination with the Finance Lead.



FINANCE LEAD

- Manages donation systems, QR codes, pledge cards, and cash handling.
- Sets up donation station and secures funds.
- Ensures two-person verification for all donations collected.
- Completes post-event reconciliation and deposits.
- Submits financial report and receipts to Executive Director within 5 business days.



REGISTRATION CAPTAIN

- Manages RSVP tracking and guest check-in process.
- Assigns and prints name badges, organizes walk-in registration.
- Captures attendee contact information and updates guest list in real time.
- Returns unused badges, pledge cards, and registration materials post-event materials.



PROGRAM EMCEE

- Follows and announces the run-of-show.
- Cues transitions between speakers or program elements.
- Delivers Foundation elevator pitch, donor impact story, and call to give.
- Recognizes sponsors and key volunteers during the event.



PHOTO/VIDEO LEAD

- Captures event photography and short video clips.
- Coordinates with professional photographers if hired.
- Ensures sponsor signage, speakers, and key moments are photographed.
- Submits photo folder to Event Lead and Executive Director immediately after event.

LOCATION PLANNING

The Executive Director should also appoint a Logistics Lead, if possible. The location selection should be confirmed as early as possible, ideally 8-10 weeks before the event. The Logistics Lead (or if short-staffed, the Event Lead) should research and propose one primary venue and one backup venue if outdoors.

Selection criteria include capacity, accessibility, parking, restrooms, lighting, acoustics, Wi-Fi, power, and whether AV is built-in or rented.

Location Considerations:

- If on campus, the Executive Director will request facilities approval, room reservations, custodial and security support, and any required permits.
- If off campus, the Executive Director will likely need to produce a certificate of insurance from vendors and provide the Foundation's proof of insurance to the venue.

The Logistics Lead confirms tables, chairs, linens, stage or lectern, signage locations, check-in area, sponsor recognition placement, and a weather or contingency plan. Two weeks before the event, an AV test should be scheduled with the venue or vendor to confirm microphones, playback, slides, and any livestream needs.

EVENT COMMUNICATION PLANNING

As soon as the date is set, planning and promotions begin. If enough Board Members and/or Volunteers are available, the Executive Director should assign a Communications Lead to manage invitations, reminder emails, social posts if appropriate, and a simple landing page for the event with ways to donate online. A Registration Captain should also be assigned to help manage the check-in process, attendee name/contact capture mechanism, and assign name badges for the event. A Sponsorship and Development Lead should also be assigned to manage the relationships for any partnership and sponsor promotions in both physical and digital event materials.

STEP 1: SEND SAVE THE DATE

Save-the-date notices go out 6-8 weeks prior to the event to Board Members, prior donors, sponsors, campus leadership, and community partners.

STEP 2: CREATE SIMPLE LANDING/RSVP PAGE

Build a simple landing page with event details (time, location, parking, dress, and contact info for invitees to access and/or share before an event occurs. The Foundation will need to coordinate with the Barstow Community College PIO's office to build and design this page.

STEP 3: SEND FORMAL INVITATIONS

Formal invitations should be sent 4-6 weeks out with a clear RSVP method (Google Form or a QR code with an RSVP form, for example). RSVPs should capture the name, email, affiliation, dietary or accessibility needs, and whether the guest is a donor, sponsor, or VIP. The RSVP deadline should be set for 10 days prior so that final counts can be confirmed with vendors five business days before the event.

Invitation management should be as simple and consistent as possible. Ideally, there will be an RSVP form build into the webpage that will feed the RSVP guest list in a shared sheet with columns noting things like RSVP response, college affiliation, dietary needs, accessibility requests, and recognition category.

The Registration Captain will then be able to utilize this same sheet on the date of the event to manage the guests. VIPs and speakers should receive a short confirmation email the week of the event with arrival time, parking instructions, and the program order to make their experience feel organized and elevated.

STEP 4: SCHEDULE REMINDER EMAILS

Reminder emails should go out 10 days out and again 3 days before the event as a final reminder.

STEP 5: SCHEDULE SOCIAL POSTS

If appropriate, the Communications Lead should write, design, and schedule a few social media posts before and after the event to promote the work of the Foundation.

EVENT ROLES & RESPONSIBILITIES

Executive Director owns the event brief, oversees the budget, has final approval of the speaker invitations, campus coordination, and final event details. The Executive Director also assigns the following responsibilities to willing Board Members and Foundation Volunteers and creates the handoff log.

For each role, the handoff log lists the person responsible, a backup, last action taken, and the next action due. In most cases, one person will have more than one role, but the handoff log will clearly show who is responsible for taking care of each responsibility.

The Program Emcee script should be finalized one week prior and includes sponsor recognition, the Foundation elevator pitch, a brief student impact story, and a clear call to give (QR code, pledge card, or text-to-give). If fundraising will happen in-room.

STANDARD EVENT STAFFING NEEDS

EVENT LEAD - The Event Lead runs the timeline, convenes short check-ins, and keeps the handoff log current.

LOGISTICS LEAD - The Logistics Lead handles venue, rentals, AV, floor plan, signage, and accessibility accommodations.

COMMUNICATIONS LEAD - The Communications Lead handles invites, reminders, programs, name badges, and on-screen slides.

SPONSORSHIP & DEVELOPMENT LEAD - The Sponsorship & Development Lead manages sponsor outreach, benefits fulfillment, and recognition (logo placement, verbal thanks, signage).

FINANCE LEAD - The Finance Lead (Treasurer or Executive Director) manages cash handling, donation QR codes, pledge cards, and post-event reconciliation.

REGISTRATION CAPTAIN - A Registration Captain runs check-in and name badges.

PROGRAM EMCEE - A Program Emcee follows the script and cues the run-of-show.

PHOTO/VIDEO LEAD - A Photo/Video Lead captures photos and short quotes; if professional photography is not hired, the Photo/Video Lead coordinates photos, video, and gathers speaker releases if needed.

The Finance Lead prepares:

- A locked cash box with starting change,
- Sequentially numbered pledge cards,
- A QR code linked to the Foundation's online giving page,
- Sealed envelopes for checks,
- Two-person verification forms

The Finance Lead also sets the deposit timeline and identifies who will accompany them with the Executive Director.

The week before the event, the Event Lead should conduct a virtual walk-through with all role leads to review the run-of-show, the floor plan, signage, AV cues, contingency plans, and how donations will be collected. Final counts should be given to the venue or catering companies no less than five business days prior to the event.

The Registration Captain should ensure name badges, table tents, printed programs, and signage are produced three to five days prior and stored in a labeled event bin with tape, markers, scissors, extension cords, gaffer tape, and a basic first-aid kit.

The Logistics Lead confirms deliveries and pickup windows for rentals and AV, and the Communications Lead prepares a "day-of binder" with the guest list, scripts, vendor contacts, and a copy of the floor plan.

DAY OF THE EVENT

On event day, the Logistics Lead should arrive 90 minutes early with the Event Lead to oversee setup. AV should be tested first; signage should be placed next; then setup the check-in table and position it with name badges, pens, and a copy of the guest list arranged alphabetically.

The Registration Captain should brief any additional check-in volunteers on greetings, badge lookup process, walk-in registration, and how to note attendance directly in the shared sheet using a tablet or phone. The Registration Captain should also source and maintain responsibility for the check-in materials needed on the day of the event.

The Finance Lead should set up the donation station, secure the cash box, place the pledge cards and QR codes on the table, and remind any additional volunteers not to leave any funds unattended.

If alcohol is served, the Executive Director should confirm there are appropriate permits and the venue's service policy. If minors may attend, wristbands or some form of identification should be used to identify 21+ attendees.

Accessibility needs should be verified at the door (seating, ramps, interpreters, or assistive listening devices) and late adjustments are made as needed.

The run-of-show should be followed closely but volunteers and program leads will need to remain flexible on the day. Roles and responsibilities on the day should be clear:

- Emcee cues transitions
- Event Lead manages time and leads the rest of the team through the event logistics
- Photo/Video Lead captures photos of speakers, sponsors, and candid engagement and sends them to the Event Lead and Executive Director immediately following the event.
- If the event includes a live fundraising component, the Emcee should give a short impact message, directs guests to the QR code or pledge cards, and thank contributors. The Finance Lead should collect pledge cards immediately after the appeal, place the cash and checks in sealed envelopes and complete a two-person count at the end of the event to maintain transparency.
- Throughout the process, the handoff log is the thread that keeps work moving as volunteers step in and out. Any incidents (medical, facilities, or guest concerns) are noted in the handoff log along with the resolution. Each entry notes what was done, by whom, when, and what is next. If a volunteer cannot complete a task, they record the status and notify another volunteer or responsible person, so there are no surprises. This keeps ownership clear, and ensures that location details, timing, invitations, and donor stewardship are handled the same way every time.

AFTER THE EVENT

Tear-down is intentional and quick - roles should be assigned to ensure everything is accounted for at the end of the event and the facility is picked up and organized after the event. The Logistics Lead oversees rental returns and ensures nothing is left behind. The Registration Captain returns unused badges and pledge cards to the event bin. The Finance Lead removes funds from the floor, places them in a locked bag, and follows the deposit plan that same day or the next business day. The Event Lead scans and files the signed two-person count sheet, final guest list, and any incident notes in the shared folder before archiving the event.

Follow-up with donors and attendees should begin immediately, and the Executive Director should be leading these efforts. Within 48 hours attendees and speakers should receive a thank-you email with photos and a link to donate if they couldn't give at the event.

Sponsors should receive a tailored thank-you from the Executive Director within 3 days, and any contractual recognition or partnership (social post, website logo, campus signage) should be completed within one week.

Within seven days, formal thank-you letters are mailed to donors per the Foundation's Thank You Response Procedure, and all gifts should be logged with amounts, designations, and acknowledgment dates. If appropriate, brief attendee survey can be sent out after 3 days to gather feedback on venue, program, and accessibility of future events.

The Finance Lead should complete reconciliation for the event within 5 business days and the event expense receipts should be submitted to the Executive Director. Any revenue by source or product donations (sponsorships, registrations, in-room donations) should also be noted and amounts should be submitted to the Executive Director.

The Executive Director should provide a concise wrap-up to the Foundation Board at the next meeting or via email to describe the outcomes of the event: attendance, funds raised, notable outcomes, and recommendations, and also prepare a brief write-up for the newsletter. All volunteers and Board Members who staffed the event should be sent a thank you acknowledgment for their time and dedication to the Barstow College Foundation.

The logo for Barstow Community College is displayed in a light, semi-transparent font. It features the word "BARSTOW" in a large, bold, serif font, with "COMMUNITY" and "COLLEGE" stacked below it in a smaller, sans-serif font. The background of the logo is a light gray brick pattern.

EVENT PLANNING CHECKLIST

EVENT NAME: _____ **TARGET AUDIENCE:** _____

DATE: _____ **REVENUE GOAL:** _____

LOCATION: _____ **SPECIAL PROGRAM ELEMENTS:**

PURPOSE: _____

1. EVENT PLANNING & STRUCTURE

- Draft and approve Event Brief (purpose, audience, budget)
- Assign Event Lead (Executive Director, Board Member, or Volunteer)
- Establish shared Event Folder (timeline, vendors, guest lists, etc.)
- Create or update master event timeline (key deadlines, assignments)
- Confirm event budget (expenses, sponsorship targets, pricing)
- Schedule biweekly or monthly planning check-ins
- Review and sign vendor agreements (venue, catering, AV)
- Approve marketing and sponsorship materials
- Confirm all key roles assigned and briefed

2. ASSIGN TEAM LEADS & CONFIRM CONTACTS

Event Lead: _____ **Contact:** _____

Logistics Lead: _____ **Contact:** _____

Communications Lead: _____ **Contact:** _____

Sponsorship & Development Lead: _____ **Contact:** _____

Finance Lead: _____ **Contact:** _____

Registration Captain: _____ **Contact:** _____

Program Emcee: _____ **Contact:** _____

Photo/Video Lead: _____ **Contact:** _____

3. OVERSIGHT & COORDINATION

- Approve venue selection and confirm insurance/facility requirements
- Review and finalize event program (schedule, speakers, timing)
- Ensure AV test scheduled two weeks prior to event
- Confirm RSVP process and live guest list tracking
- Review sponsorship recognition plan (logos, signage, mentions)
- Verify donation systems (QR codes, pledge cards, online giving)
- Confirm finance controls (two-person cash count, secure deposit)
- Review communications plan (save-the-date, invites, reminders)
- Approve event-day run-of-show and emcee script
- Review accessibility plan (parking, restrooms, ramps, etc.)

4. EVENT FOLLOW-UP

- Lead donor and sponsor thank-you correspondence
- Review and approve sponsor recognition posts or signage
- Confirm Finance Lead reconciliation report (within 5 business days)
- Ensure thank-you letters mailed within 7 days
- Submit Executive Summary Report to Foundation Board
- Confirm event photos and materials archived in shared folder
- Send thank-you messages to volunteers and board members
- Record lessons learned and improvement notes for next event

5. SIGN-OFF

**EXECUTIVE DIRECTOR
SIGNATURE:**

DATE :

EVENT LEAD SIGNATURE:

DATE:

Thank You/Donor Response Best Practices

When a person or an organization makes a donation to the Barstow Community College Foundation, we want to make sure the donor receives a timely, personal, and well-documented acknowledgment. Prompt thank-you letters are essential for maintaining trust, building long-term relationships, and ensuring the Foundation's compliance with nonprofit and IRS standards.

This Thank You Response process applies to all gifts received by the Foundation—whether donations arrive online, by check, through payroll deductions, vehicle donations, or in-kind contributions. Since the Foundation team is largely volunteer-based and people are balancing their service with other commitments, the process is designed to be clear, flexible, and easy to resume at any point.

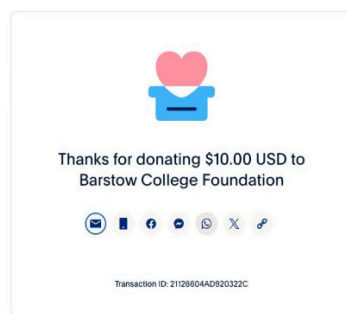
Every thank-you should go beyond the transaction—it should reflect the impact of the donor's generosity. Whether the message is an email, letter, or handwritten note, it should include a sentence about how the gift supports Barstow College students or strengthens the Foundation's mission. For example, an unrestricted gift might be acknowledged with a statement about supporting student success initiatives, while a scholarship donation could include a note about providing financial aid for students pursuing higher education in Barstow.

TIMING OF CORRESPONDENCE

Online Donations

When a donation is received, it should be acknowledged as quickly as possible. Currently, when a user makes a donation online via the PayPal link located on the Barstow Community College Foundation page, a thank you page is displayed immediately upon processing the donation.

The user currently sees this screen upon making their donation:



We'll send you back to Barstow College Foundation in a few seconds.

Ideally, an email acknowledgment or receipt will also go out within twenty-four hours of the gift being processed. Most online donations will trigger an automatic email receipt through the Foundation's giving platform, but the Foundation does not currently have this feature set up.

Manual Donations

For mailed checks or other manual donations, a designated Board Member or the Executive Director should send a short thank-you email using a shared, branded template, confirming the amount, the date, and the purpose of the gift.

Within seven calendar days of receiving the donation, a formal thank-you letter or postcard should be mailed to the donor.

If the gift is from a key supporter or member of the President's Circle, the letter should go out sooner—ideally within three business days—and may include a handwritten note or personal call from the Executive Director or a Board Member. Every letter should appear on Barstow College Foundation letterhead, and be signed by the Executive Director, and include the standard tax language confirming that no goods or services were provided in exchange for the contribution.

TIERED RECOGNITION PROCEDURES

DONATION - \$0 TO \$100 (FRIENDS OF BARSTOW)

Standard thank-you letter sent within 5-7 business days. Donor added to quarterly donor report.

DONATION - \$500-\$999 (AMBASSADOR'S CIRCLE)

Thank-you letter signed by the Executive Director. If donor is new, add to mailing list for Foundation updates.

DONATION - \$1,000 AND OVER (PRESIDENT'S CIRCLE)

Personalized thank-you letter signed by the Executive Director and Foundation President. Optional phone call or personal email within 7 days.

DONATION - OVER \$5,000

In addition to the steps above, schedule a personal thank-you call from the College Superintendent/President. Consider including donor in recognition materials (social media, website, or annual report).

DONATION - \$10,000 OR MORE

Formal donor recognition meeting or event invitation. Executive Director and College President sign the letter. Recognition included in press release or major donor wall (if applicable). Discussion initiated about long-term partnership or naming opportunities.

LOGGING DONATIONS

Upon receipt of the donation, the Foundation team should record the gift and notify any key staff at the college that would directly benefit from the gift.

Once the thank you correspondence letters are sent, the Executive Director, or Board Member responsible for managing the donor database should log the details of each donation in a shared spreadsheet.

The record should include the donor's name and contact information, the date and amount of the gift, the designation (for example, unrestricted fund, scholarship, or endowment), and the acknowledgment dates for both the email and letter. Also note the dates of any previous donations in your donor database. If a donor requests to receive only digital correspondence, or if any follow-up is needed, that information should also be noted. The Board can use a color-coded system or simple checklist to keep track of which gifts have been fully acknowledged and which still need attention.

Most fundraising software has downloadable spreadsheets that can be used to log individuals and organizations who have donated online to the Barstow College Foundation on a monthly basis. Use these lists to cross-check the Foundation's fundraising database on a monthly basis, and keep track of new donors as well as existing donors and how many times and how much they have donated in the past.

SPECIALTY DONATIONS

For vehicle donations processed through the Foundation's partner program, donors should receive an initial email or postcard as soon as their intent is confirmed, followed by a formal acknowledgment once the final valuation and tax documents are available. For payroll deductions or recurring donations, a thank-you should be sent after the first contribution is processed, and a year-end summary should go out in December or January to summarize the donor's total giving.

RECORD KEEPING

Finally, all acknowledgment records should be retained for at least seven years to ensure audit readiness and continuity in donor relations. Templates for emails, letters, and postcards should be saved in a shared folder accessible to all volunteers so that anyone can step in and send correspondence that feels consistent and professional.

- Maintain copies of all acknowledgment letters and communications in the donor's file (digital and/or physical).
- Track follow-up activities such as calls, meetings, and recognition events.
- Review donor lists quarterly to ensure all major donors have received appropriate recognition.

DONATION THANK YOU RESPONSE CHECKLIST

Use this checklist for every donation to ensure timely acknowledgments, accurate recordkeeping, and clear communication among Foundation team members.

DONATION INFORMATION

DONOR NAME: _____

ORGANIZATION (IF APPLICABLE): _____

DONATION TYPE:

Online (PayPal) Check Payroll Deduction Vehicle In-Kind

DONATION AMOUNT: \$ _____ **DATE RECEIVED:** _____

DESIGNATION:

Unrestricted Scholarship Endowment Other: _____

ACKNOWLEDGMENT PROCESS

Step	Action	Responsible	Date Completed
1	Confirm donation received		
2	Send initial thank-you email or receipt		
3	Prepare formal thank-you letter/postcard		
4	Mail thank-you letter/postcard		
5	Log donation & correspondence in spreadsheet		
6	Cross-check with online donor report		

SPECIALTY DONATIONS

- Vehicle donation confirmation sent
- Final valuation and acknowledgment completed
- Payroll deduction or recurring donor summary sent (Dec/Jan)

DATABASE & RECORD KEEPING

- Donor record updated in shared spreadsheet
- Preferred contact type recorded (Email / Mail / Both)
- All acknowledgment copies saved in shared folder
- Records retained for at least seven years

Last Updated By: _____

Date: _____

Press/Media Best Practices

By adhering to media guidelines, the Foundation can respond quickly, speak with one consistent voice, and protect the organization's credibility. It is important to have a clear delegation of roles and responsibilities to ensure that every announcement strengthens the Foundation's public image and advances its mission to support Barstow College students.

MEDIA ANNOUNCEMENTS & PRESS PROCEDURES

When the Foundation wishes to share significant updates like scholarship awards, fundraising milestones, new partnerships, or upcoming events it should follow a predetermined process to ensure a professional and consistent release of information coming from the Foundation. Quotes should be attributed to official representatives (Executive Director, Board Chair, or College leadership as appropriate) to maintain best practices, and the Foundation should never share unreleased financial or donor information publicly without prior approval.

STEP 1: DRAFT THE ANNOUNCEMENT

The Executive Director should prepare a brief outline of the media announcement including:

- Purpose of the announcement
- Key facts (who, what, when, where, why)
- Desired outcomes or calls to action
- Suggested quotes from Foundation and College leadership

STEP 2: PRESS RELEASE PREPARATION

Next, a draft of the release should be written using the Foundation's standard press template (headline, dateline, body, quotes, contact information).

The press release should be reviewed and approved by the Executive Director, Board Chair, and the Barstow Community College PIO for final messaging and style alignment.

STEP 3: DISTRIBUTION & RECORDKEEPING

Before sending out the press release to reporters, the Foundation should send the approved press release to the Barstow Community College PIO to have the release posted on the Barstow Community College website under College News. The Foundation should also retain a copy in its shared communications folder for recordkeeping.

Next, the approved release should be sent by the Foundation’s communication consultant or the Barstow Community College PIO to targeted reporters, media outlets, and campus publications.

STEP 4: DIGITAL AMPLIFICATION

As the press release is distributed, the Executive Director and communications team should adapt the content for a social media post (short version with image and link).

The team should also use the information in the press release to create a newsletter blurb summarizing the announcement in clear, community-focused language. All external communication efforts (press, social, newsletter, website) should ideally launch within a coordinated 24–48-hour window for maximum visibility.

All press materials, social posts, and website updates should use the Foundation’s official name and the approved Foundation logo to ensure visuals meet accessibility and branding standards.

CRISIS COMMUNICATIONS PROTOCOL

In the event of an incident that could negatively affect the Foundation’s reputation, donors, or Barstow Community College, the following steps should be taken:

STEP 1: IMMEDIATE NOTIFICATION

The Executive Director should notify the Board Chair, the President of the College, and any communications consultants working with the Foundation immediately upon learning of a potential issue.

No staff or volunteer should make a public comment unless directed by the Executive Director.

STEP 2: ASSEMBLE THE CRISIS COMMUNICATIONS TEAM

A Crisis Response Team should ideally be determined before a crisis with basic roles defined, so leaders can assume their duties as soon as the crisis presents itself. The Crisis Communications team should include:

- Executive Director (Lead Spokesperson)
- Board Chair
- Communications Lead/Communications Consultants

- President of Barstow Community College
- College Public Information Officer (PIO)

This team is responsible for defining the key facts and messaging, they determine the timing and way information is released, and they are charged with designating a single point of contact for media inquiries.

STEP 3: MESSAGE DEVELOPMENT & APPROVAL

The Crisis Response Team should prepare a short, factual holding statement (for example: “We are aware of the situation and are gathering information. The Foundation will provide an update once verified details are available.”)

All statements must be approved by the Executive Director and the Crisis Communications team before release. Unless an expert or an attorney is required to address the crisis, there should be one spokesperson for the organization who addresses all questions and concerns about the crisis – in most cases, this is the Executive Director.

MEDIA RESPONSE PROTOCOL

If contacted by reporters, volunteers and Board Members should respond with:

“Thank you for reaching out. I’m not authorized to comment, but I will connect you with the Foundation’s Executive Director who handles our media inquiries.”

The spokesperson provides one consistent, approved message to all outlets and all other members and volunteers for the Foundation should direct media inquiries to the spokesperson.

INTERNAL COMMUNICATION PROTOCOL

The Executive Director should provide timely updates to the Foundation Board via email or in-person meetings to ensure transparency while controlling the flow of information.

POST-CRISIS REVIEW

After the issue has been resolved, the Executive Director and Board Chair should debrief and evaluate response effectiveness in order to update procedures if necessary.

BARSTOW
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Social Media Tips

The Foundation should use social media to highlight their student success stories, donor impact stories, and Foundation activities that support the mission of Barstow Community College and its students throughout the year. These guidelines ensure that Foundation posts are professional, timely, and consistent with the College's brand.

POSTING SCHEDULE AND SUBMISSION PROCESS

The Foundation should aim to post 1-2 times per week through the official Barstow Community College social media accounts, which is coordinated through the Public Information Office (PIO) of Barstow Community College.

It is best practice for the Foundation to submit social media content to the PIO at least one week in advance of the desired posting date. Because the PIO manages many scheduled posts each week, early submission ensures that Foundation content can be placed in the posting queue at an appropriate time. The PIO's specific posting schedule may vary depending on the Barstow Community College activities and priorities.

Each Foundation post should be created, reviewed, and approved internally before being sent to the PIO. Once finalized, the post should be submitted to the PIO with all necessary components:

- Caption text
- All approved images
- Proposed posting date
- Web links or event registration information

The Foundation should maintain a simple tracking sheet or calendar noting the submission date, post dates, platform (Facebook, Instagram, LinkedIn, YouTube, etc), and confirmation once the post is live.

BRANDING AND ACCESSIBILITY

All social media content representing the Foundation must use the official organization name and adhere to the College's graphic and brand guidelines. Posts should only use PIO-approved logos, fonts, and imagery.

The Foundation should avoid using photos or information that reveal personal student or donor details without consent. Captions should be brief and written in plain, accessible language. Where possible, include hashtags and tags to connect the post to broader institutional campaigns, such as #BarstowCollege, #BCCFoundation, or #StudentSuccess.

ROLES AND RESPONSIBILITIES

The Executive Director reviews and approves all content before it is sent to the PIO, ensuring alignment with the Foundation's messaging and priorities. The Communications Lead/Consultants are responsible for drafting content, selecting images, and managing the tracking sheet of posts submitted to the PIO. The PIO posts the approved content to the official Barstow Community College social media accounts and ensures compliance with the College's brand and accessibility standards. Foundation Board Members and volunteers are encouraged to like, share, and comment on posts once they are published to help extend their reach in the community.

SENSITIVE CONTENT PROTOCOL

If a post involves sensitive or potentially controversial information like an event cancellation, an emergency update, or a donor-related matter, it must first be reviewed by the Executive Director and the PIO before posting.

During any active crisis, no Foundation representative should post independently on the Barstow Community College pages or on their own social media pages regarding active communications event. Instead, the PIO and the Executive Director will coordinate an official statement that aligns with the College's approved message. Foundation volunteers or Board Members who receive questions from the media or public should refer inquiries to the Executive Director or PIO and avoid commenting on social media until official guidance is provided.

MONITORING AND REPORTING

The Communications Lead/Communications Consultants should monitor the Foundation's posts each week to ensure that engagement remains professional, and that questions or comments are handled appropriately. Each month, the Communications Lead/Consultants should summarize performance metrics—such as post frequency, engagement, and reach—and share them with the Executive Director. Quarterly, these results can be reported to the Foundation Board with brief recommendations for improving engagement or adjusting content strategy.



BARSTOW
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Website Editing Procedures/ Recommendations

Any updates to the Foundation webpage must be coordinated through the Public Information Office (PIO) to ensure brand consistency and accuracy across the Barstow Community College website. The Foundation team should begin by drafting all requested changes in a clearly written Word document. The document should include the exact text to be added, removed, or revised—formatted in a way that makes it easy for the PIO team to copy and paste directly into the website design. If the update involves new sections, navigation changes, or the addition of images, the Foundation should also provide a simple web flow diagram or annotated screenshot that visually illustrates how the final update should appear. The Foundation is also responsible with providing all images they require for the update.

When the update document is complete, the Executive Director reviews the materials for accuracy and clarity before submitting them to the PIO through the College's established ticketing system. The PIO team manages all content updates on the official Barstow College website and ensures that the changes meet accessibility and brand standards.

As a best practice, the Foundation should plan for at least 1-2 weeks of lead time for website updates, especially when they involve design adjustments, image replacements, or new subpages. Routine copy edits and link updates may be completed more quickly, depending on the PIO's workload and the College's broader communications calendar. Clear, concise documentation, early submission, and collaboration with the PIO team will help ensure that Foundation web updates are completed accurately and on schedule.

SUGGESTED WEBSITE UPDATES

ADD "DONATE HERE" BUTTON

Create an eye-catching icon and add it to all Foundation pages. The "Donate Today" button currently appears along the left-hand side on most, but not all pages. If possible, make this button more eye-catching, and add it to all pages (it is currently missing from not all, but many subpages).

ADD STUDENT SUCCESS STORIES

To better showcase the impact of donor giving and community support, the Foundation should add a new Student Success Stories section to its website. This feature will highlight the achievements of Barstow Community College students whose education and opportunities have been supported through Foundation programs and scholarships. The new section will appear in the site's main navigation bar and link to a dedicated landing page that introduces the purpose of the series and invites visitors to explore featured stories.

The landing page should also include a clear call to action with a “Submit a Success Story” button linking to a Google Form—or an internal form that functions similarly—allowing students, faculty, or staff to easily share stories for consideration. The form should capture basic details such as the student’s name, program of study, achievements, and how the Foundation contributed to their success. The Communications Lead can also gather additional stories from the Foundation’s newsletters and archive them on this page to maintain a growing library of impact stories.

By updating the Foundation webpage to include this Student Success Story section, the organization can create a consistent, visually engaging place to celebrate student achievements, demonstrate the tangible outcomes of donor support, and strengthen the Foundation’s storytelling across web, social, and print channels. The California Community Colleges Chancellor’s Office Workforce and Economic Development Division has a similar form that can be used to help develop the unique information fields the Foundation would like to collect.



BARSTOW COLLEGE FOUNDATION SUCCESS STORY - ADD A SUCCESS STORY

Success Story Name (Student Name, Program Name, Pathway Director Name, etc): _____

Name of Educational Institution: _____

Program Type

- Career Technical Education Programs (CTE)
- California Adult Education Program (CAEP)
- Strong Workforce Program (SWP)
- K12 Strong Workforce Program (K12 SWP)
- Apprenticeship
- Other: _____

Education Institution Type:

- College/CCD
- K12 Local Education Agency
- Adult School

Region:

- | | |
|---|--|
| <input type="checkbox"/> Bay Area | <input type="checkbox"/> North/Far North |
| <input type="checkbox"/> Central Valley/Mother Lode | <input type="checkbox"/> Orange County |
| <input type="checkbox"/> Inland Empire/Desert | <input type="checkbox"/> San Diego/Imperial |
| <input type="checkbox"/> Los Angeles | <input type="checkbox"/> South Central Coast |

PLEASE ADD YOUR SUCCESS STORY HERE (type or copy/paste description). How has this student benefited from this program? Has the student received any recognition for their accomplishment? What challenges have they faced? Etc.

Please Add a Link to Your Story (if applicable): _____

Name of Consortium: _____

Email (Please add your email below): _____

2025-2026 Communications Calendar

NOVEMBER 2025

- **EMAIL** – Send an email to the fundraiser database thanking them for their participation at the Cigars Under the Stars event
- **LIGHTS & LEARNING EMAIL** – Send email to the full outreach list inviting them to the Festival of Lights and Learning.
- **SOCIAL MEDIA POSTS** – Schedule 2-3 Lights and Learning posts announcing the event and encouraging people to come learn about the Foundation at the event. (1 per week). Create a Happy Thanksgiving post as well.
- **NEWSLETTER** – Announce Festival of Lights and Learning

DECEMBER 2025

- **EMAIL** – Send an email on Dec 1 to the fundraiser database reminding everyone know about the Festival of Lights and Learning event
- **TABLE EVENT** – Set up a table at Lights and Learning so residents can learn more about what the Foundation does, who the members are, how they can get involved, sign up for email list to be notified of Foundation events, and ways to donate.
- **SOCIAL MEDIA POSTS** – Schedule a post announcing Festival of Lights and Learning (day before event), a post with photos talking about the event, and a “Happy Holidays” post.
- **NEWSLETTER** – Recap Lights and Learning event (photos)
- **EVENT** - Festival of Lights and Learning (Held First Week in December)

JANUARY 2026

- **EMAIL** – Send an email during the first week of January to the fundraiser database, and outreach database sharing photos from the Festival of Lights and Learning event, and reminding supporters of ways they can get involved in the new year.
- **ALUMNI EMAIL** – Send email to alumni inviting them to the Gala, encouraging donations, and letting them know how they can get involved.
- **ALUMNI EMAIL** – Send an email during the second week of January inviting alumni to the gala. Encourage tickets as well as in-kind donations via the email.

- **SOCIAL MEDIA POSTS** – Schedule 2-3 Meet the Board posts (15-30 sec video message and small bio about their leadership in Barstow)
- **NEWSLETTER** – Meet the Board
- **EVENT** – Alumni Gala (last week in January, first week in February)

FEBRUARY 2026

- **PRESS RELEASE** – Yuhaaviatam of San Manuel Nation Grant Announcement Press Release
- **SOCIAL MEDIA POST** – Yuhaaviatam of San Manuel Nation Grant Announcement
- **YUHAAVIATAM EVENT** – Formal Announcement of Grant Funding
Yuhaaviatam of San Manuel Nation Grant Announcement Event (Photos with Foundation and Tribe Leaders and Representatives)

MARCH 2026

- **EVENT** – President’s Circle Luncheon (March 26)

APRIL 2026

MAY 2026

- **EVENT** – Golf Tournament (May 2026)
- **PRESS RELEASE** – Announce the scholarship awards and this year’s recipients.
- **EVENT** – Scholarship Awards Ceremony (Week Before Graduation)

JUNE 2026

JULY 2026

AUGUST 2026

SEPTEMBER 2026

- **EVENT** – Foundation BBQ (September 2026)
- **NEWSLETTER** – Remind readers about the Cigars Under the Stars event.