WHY THE BRYN MAWR FUND MATTERS

The Bryn Mawr Fund touches almost every facet of a student's life by providing immediate funding to help the College provide them with the knowledge and experience that they need to succeed. For the fourth year in a row Washington Monthly ranked Bryn Mawr as the #1 liberal arts college using metrics such as the College's contribution to the public good, commitment to social mobility, and emphasis on research and service - all of which are supported by The Bryn Mawr Fund.

Your gift to The Bryn Mawr Fund directly benefits the College's pursuit of excellence and our students' bold ambitions in the following ways:

- **Opportunities**: The Bryn Mawr Fund provides financial aid, internship, and research funding

  Even as applications rise and the College continues to seek out the best and brightest students, the need for scholarship aid also grows. Last year over 75% of students needed financial assistance, making The Bryn Mawr Fund more important than ever. Tuition and fees only cover about half of the cost of a Bryn Mawr education with gifts from generous alumnae, parents, and friends helping to bridge the gap. Your support of internships and research opportunities gives students the chance to put their academic learning into practice and take the first step in the students' journey to becoming tomorrow's innovators and leaders.

- **Innovation**: Course and faculty development

  Inspiring faculty members can have a lifelong impact on a student. The Bryn Mawr Fund supports faculty recruitment, curricular innovation and the instructional technology that makes a Bryn Mawr education so special. Our scholar teachers provide students with rewarding and inspiring classroom experiences that build on the professors’ own research. The Bryn Mawr Fund allows us to introduce curricular innovations such as our 360° program. This much loved program offers students the chance to participate in a cluster of courses that examines a topic from a variety of perspectives and incorporates an experiential learning experience such as travel abroad.

- **STEM**: Science, Technology, Engineering and Math

  Bryn Mawr women graduate with degrees in Science, Technology, Engineering and Math (STEM) at a rate of more than three times the national average. The College's strength in science grounded in our longstanding tradition of liberal arts, critical thinking, and interdisciplinary study exactly meets today's challenges and tomorrow's careers. The Bryn Mawr Fund is critical to our many science initiatives such as our STEM Posse Program and our recent “First in the World” grant focusing on blended learning opportunities for gateway STEM courses.

- **Greatest Needs**

  The College relies on The Bryn Mawr Fund for all of its daily operations from heating the dorms and keeping the lights on, to mowing the lawn, and fueling the Blue Bus.

  This year the College is relying on $5.25 million from The Bryn Mawr Fund to help meet the needs of the students and support key priorities. Without this funding, Bryn Mawr would need an additional $118 million in the endowment to fully meet these needs. The Bryn Mawr Fund relies on our volunteers to help raise the funds critical to these important initiatives.
THE IMPORTANT ROLE OF VOLUNTEERS

Year after year The Bryn Mawr Fund is successful because of our volunteers. You are building on a storied tradition of giving back to the College so that the students who follow will have the same opportunities and Bryn Mawr experience that you had.

As a Bryn Mawr Fund volunteer you will engage your classmates, promote giving to The Bryn Mawr Fund, and thank your classmates for their gifts. Your duties include:

- Making your gift or pledge to The Bryn Mawr Fund before soliciting your classmates.
- Sharing your own reasons for volunteering and giving to the College with your classmates.
- Recruiting committee members to help with volunteer responsibilities.
- Reviewing your monthly reports and yearly goals with your Bryn Mawr Fund staff liaison.
- Helping The Bryn Mawr Fund promote class challenges and giving during special promotions.
- Thanking classmates who donated and promoting consistent giving by paying special attention to those who do not give every year, or are new to the Archways Society.
- Sending a special thank you to those who have increased their giving this year.

Consider some additional ways to increase classmate engagement with the College:

- Host a get together, like lunch, or a tea.
- Reach out to disengaged classmates – talk about latest campus news.
- Bring disengaged classmates back to campus for an event or attend a regional event with them.
- Be a mentor for an inexperienced Class Chair.
- Encourage the use of class notes or social media to reconnect.
- Find lost alumnae.
Bryn Mawr volunteers find volunteering enjoyable because of the bonds they make with their classmates and because they want to remain closely connected with the College. Combining these interests is the basis of the best communications. Volunteer activities will vary throughout the year, but the basic calendar is as follows:

- In mid-September you received your class letter template. Personalize your letter expressing what the College means to you and why you give to The Bryn Mawr Fund. Return it to us by October 7, 2015.
- In December contact your classmates to encourage them to make a gift and to remind them of the year-end tax benefits of giving.
- May launches the Class Color Challenge when it is important to encourage all of your classmates to give. Call, email, or reach out on Facebook, Twitter, and other social media. This yearly drive is also a fun way to encourage classmates to make their gift before the end of the fiscal year and show pride in your class color.
- At the end of June you will receive a report of your class’s’ fundraising results. Use this information to thank donors.

Volunteers are provided an abundance of material to keep up with all of the great things happening at the College and to share with their classmates.

- Bryn Mawr E-news (sign up if you haven’t already).
- Bryn Mawr’s web pages are a good source of things happening on campus.
- Alumnae Connections Bi-monthly Newsletter supplies news from the Alumnae Association.
- Alumnae Bulletin provides lots of classmate news.
- Bryn Mawr Fund Volunteer Newsletter includes student profiles, tips for volunteers, liaison contact information, and a link to access your class reports.
- Volunteer web pages will keep you up to date on goals, provide sample communications and include tips from other volunteers.
- Your online Class Reports Page contains a class list with contact info, and giving history, a list of class officers, comparison numbers for all classes, quick lists for LYBUNTS and SYBUNTS, and a monthly giving report. For security purposes you will be required to enter a username and password to access these reports.

Your username is: <<class(your class year)>>
Your password is: <<athena(your class year)>>
(Username and passwords are case sensitive and all lowercase)

Additional Resources

Bryn Mawr Fund staff liaisons can provide information and class reports to volunteers without internet access. Contact reports for assigned classmates can be sent to volunteers to help with phone calls and emails. Conference calls set up by The Bryn Mawr Fund are a source of additional information. Bryn Mawr Fund Chair Trisha Hall is available to answer questions and provide assistance as well.
PEER TO PEER COMMUNICATIONS

Tips from our volunteers:

- Do your “homework” before contacting your assignments. Review the information on the online volunteer reports and on the contact report provided by your Bryn Mawr Fund staff contact.

- Invite a classmate to a Bryn Mawr event happening in your area.

- Email your classmates first, telling them that you will call and why, and ask them to let you know when the best times are to talk.

- Verify contact and demographic information. This is a great ice-breaker and helps Bryn Mawr to keep its directory updated.

- Don’t forget to thank them for taking the time to talk and especially for their generous support!

- Don’t be too pushy. I have found that a simple request during an email or phone call gets a response.

- Try to connect your classmate’s experience to that of students currently at the College.

- Use your Facebook page to plug giving. It’s easy to build real-time momentum on how your class is performing.

- For Reunions, it’s always preferable to talk to people by phone and start by schmoozing. Then encourage them to come to Reunion.

- Ask your classmate to increase her gift and/or suggest a corporate matching gift to move her to a higher gift club category. Ask if her spouse or partner has a matching gift program.

- Promote monthly giving as a convenient way to give and a good way to endorse consistent giving.
REUNIONS

Reunion is a time to celebrate the role Bryn Mawr has played in your life and a time to consider the impact you would like to have on today’s students. Regardless of how many years away, Reunion motivates your class and results in increased engagement, participation, and giving.

Leading up to a Reunion year, class chairs will recruit additional co-chairs and a committee to give the class an early start. You will work with your Bryn Mawr Fund liaison to set goals, special Reunion challenges, and periodic conference calls for committee discussions.

Bryn Mawr Fund volunteers who work closely with their class presidents and reunion managers have more success with fundraising goals and bringing people back to campus. Often, people will respond to class letters co-signed by these top class volunteers.

In your Reunion year you will sign class appeal letters with your own compelling reasons for celebrating Reunion and making a gift to the College. In addition, the Reunion Gift Committee will be asked to personally reach out to classmates to encourage their support and participation in the class gift.

During your class meeting at Reunion weekend, reunion volunteers will thank and ask classmates to Pledge-It-Forward with a commitment to support the College every year leading up to the next Reunion. In 2015 many alumnae signed up and then followed through with a multi-year pledge. A Pledge-It-Forward sign-up sheet is supplied at class meetings and contains a short explanation of how this helps combat a post-reunion giving slump.

On average, more than 400 alumnae who give in their Reunion year do not give the following year. To sustain the College’s excellence, it is critical that alumnae give consistently, even in non-Reunion years. Keeping your committee together and encouraging classmates to Pledge-It-Forward helps your class maintain this strong momentum in the years after your Reunion.

Reunion Gift Counting

Your class reunion gift will include all gifts and pledges made in support of any fund from your last Reunion through your next Reunion. At the Annual Meeting (on the Sunday of Reunion Weekend), we will celebrate your class gift with the following recognition:

Your class’s Grand Reunion Total
Your class’s Grand Bryn Mawr Fund Total
The percentage of classmates who gave every year since your last Reunion
The percentage of classmates who give in the year of your Reunion
REUNION VOLUNTEER RESPONSIBILITIES

Reunion Gift Chair Duties:

- Make a gift or pledge to the Bryn Mawr Fund early in the fiscal year, before soliciting classmates.
- Identify and recruit gift committee members.
- Solicit reunion gift committee members.
- Lead and mentor reunion gift committee members throughout the year.
- Work with your Bryn Mawr Fund staff liaison to determine best strategy for soliciting gifts and to develop participation goals.
- Determine outreach strategy and timeline, in coordination with class presidents and the reunion planning committee, for soliciting assigned classmates.
- Draft or edit reunion gift committee appeals to promote giving to the class gift.
- Lead your class in the Pledge-It-Forward initiative at Reunion.
- If possible, attend Reunion (May 27-29, 2016).

Reunion Gift Committee Duties:

- Make a gift or pledge to The Bryn Mawr Fund early in the fiscal year, before soliciting classmates.
- Participate in conference calls.
- Solicit your assigned classmates.
- Help identify and solicit classmates who might be willing and able to join the Slade Society.
- Report pledges and gifts to the reunion gift chair and your Bryn Mawr Fund staff liaison.
- Review monthly gift reports and thank assigned classmates who have made a gift.
- If possible, attend Reunion (May 27-29, 2016).
GIVING SOCIETIES

New 2015 – The Archways Society
The Archways Society is Bryn Mawr’s newest giving society that recognizes the College’s most loyal donors. Anyone can join The Archways Society by donating any amount for three consecutive years or more. Members at the Rockefeller level will have donated ten years or more in a row. Pembroke level donors have made a gift for twenty-five years or more in a row. Like the many arches at Bryn Mawr, Archways members provide strength and stability to support today’s students.

The Caroline McCormick Slade Society
The Caroline McCormick Slade Society is named after Caroline McCormick Slade, Class of 1896, one of Bryn Mawr’s first fundraisers. In 1919 she raised close to $2.5 million to support faculty salaries after being told that women could not do it. Contributing almost 75% of the Bryn Mawr Fund’s unrestricted dollars, Slade Society members have a major impact on the lives of students. You can become a member by making a Bryn Mawr Fund gift of $2,500 or more. For Graduates Of the Last Decade (GOLD alumnae), Slade membership equals the number of years since graduation multiplied by $100. Graduating seniors can join Slade with a gift of $100 or more.

Through consistent giving and leadership giving, these societies have a tremendous impact on every aspect of students’ Bryn Mawr experience. Volunteers who promote membership in either of these societies will boost their class numbers. Reunion is an especially good time to rally your class to increase membership.
<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Alumnae Donors</th>
<th>Alumnae Participation</th>
<th>Alumnae Dollars to The Bryn Mawr Fund</th>
<th>Total Bryn Mawr Fund Dollars</th>
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</thead>
<tbody>
<tr>
<td>2005</td>
<td>5349</td>
<td>40%</td>
<td>$4,165,757</td>
<td>$4,636,539</td>
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<tr>
<td>2006</td>
<td>5370</td>
<td>39%</td>
<td>$4,546,938</td>
<td>$5,316,899</td>
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<td>2007</td>
<td>5053</td>
<td>36%</td>
<td>$4,895,243</td>
<td>$5,950,667</td>
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<tr>
<td>2008</td>
<td>5028</td>
<td>35%</td>
<td>$4,965,892</td>
<td>$5,683,340</td>
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<tr>
<td>2009</td>
<td>5172</td>
<td>35%</td>
<td>$4,208,650</td>
<td>$4,921,912</td>
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<tr>
<td>2010</td>
<td>5115</td>
<td>34%</td>
<td>$4,426,574</td>
<td>$5,061,926</td>
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<tr>
<td>2011</td>
<td>5179</td>
<td>40%</td>
<td>$4,541,674</td>
<td>$5,242,262</td>
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<tr>
<td>2012</td>
<td>5170</td>
<td>37%</td>
<td>$4,524,924</td>
<td>$5,232,044</td>
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<tr>
<td>2013</td>
<td>5019</td>
<td>36%</td>
<td>$4,561,888</td>
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<tr>
<td>2014</td>
<td>5024</td>
<td>37%</td>
<td>$5,385,853</td>
<td>$5,406,053</td>
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<tr>
<td>2015</td>
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<td>37%</td>
<td>$4,609,298</td>
<td>$5,374,867</td>
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</table>

Alumnae contribute over 82% of our dollars each year and account for 75% of our donors. A strong alumnae participation rate helps the College’s rankings and our ability to secure grants from foundations. Prospective students, families and grant making organizations see this as a key indicator of the confidence alumnae have in their alma mater.
WAYS TO GIVE (Tab #8)

Credit Card
Credit card gifts may be made online, over the phone, or on remittance forms enclosed with appeal letters.

Monthly Giving
Monthly giving is a great way to increase your gift and pay it through affordable monthly installments. Donors can sign up for monthly giving online at www.brynmawr.edu/makeagift.

Matching Gifts
You can double, or even triple, your gift with a matching gift from your employer or your spouse or partner’s employer. To make a matching gift, please complete a matching gift form for your place of employment and send it to the Bryn Mawr Fund Office. Look for employer matching gift programs at www.brynmawr.edu/giving/matching-gifts.

Securities
If you would like to donate a gift of appreciated securities, please notify us about the incoming gift at 610-526-7380, and we will supply transfer instructions.

Wires
Please call The Bryn Mawr Fund Office at 610-526-5127 for U.S. or international wire instructions.

WAYS TO GIVE (Back of Tab #8)

Phone
Pledges and credit card gifts can be made by calling The Bryn Mawr Fund Office Monday-Friday, 9am-5pm EST at 610-526-5127.

Online Using A Credit Card
Make a one-time gift or set up a recurring gift online at: www.brynmawr.edu/makeagift.

By Mail
Make checks payable to Bryn Mawr College and mail to: Bryn Mawr College 101 N. Merion Avenue, Helfarian Bryn Mawr, PA 19010

Bryn Mawr’s fiscal year runs from June 1 to May 31. May 31, 2016 is the last day to make a gift or fulfill an annual pledge to The Bryn Mawr Fund for 2015-16.