Bryn Mawr Fund Talking Points

In General:

- **The Bryn Mawr Fund is an important source of funding for the College.** Without the $5.3+ million we raise for the College’s annual operations and key priorities that enable the College to remain a top liberal arts institution, we would need an additional $118 million in endowment funds to cover this amount annually.

- **As the cost to provide this incredible education continues to rise, so must the amount raised each year for The Bryn Mawr Fund.** By the end of the Campaign we hope for the Bryn Mawr Fund to raise over $6 million (it must increase to at least $5.5 million to cover our budgeted projections).

Making the case for Slade leadership giving to prospective and current Slade Donors

- **As we ramp up to the public phase of the Campaign we are actively looking to grow our Slade membership and here’s why:**
  - Slade donors are a small group (10%) of our donors who contribute a majority of the dollars (74%): $3.9 million for The Bryn Mawr Fund and over $13 million to all funds in FY15.
  - **Almost 40% (38% to be exact) of our Slade donors are over the age of 70.** So it is important that younger alumnae become annual Slade donors to help not just sustain, but to grow our base of support to the College.
  - **By the end of the Campaign the Slade Society is expected to generate over $4 million a year in renewable support** for The Bryn Mawr Fund. To help accomplish this we hope to grow our membership from 528 to 600 annual Slade donors giving to The Bryn Mawr Fund.
  - **Matching Gifts** can double or triple one’s support and is credited toward Slade membership.
  - **Monthly Giving** is a way to spread a generous gift out via smaller monthly payments.
  - **Reunion is a great time to ask donors to step their giving** up to the next level:
    - If a donor wants to give a major gift ($25,000+) in their reunion year, encourage her to use that gift to **Challenge your classmates.**
    - **Entry Slade gifts** are motivators for donors in a 10\(^{th}\) ($1,000-GOLD Slade) and 25\(^{th}\) ($2,500) Reunion classes.
    - **Thomas Scholarships** ($5,000 a year for four years) are great opportunities for donors in a 50\(^{th}\) Reunion class.
- **Donors who give just under Slade** – Ask them to make an additional gift to get them into Slade
- **Promote Bryn Mawr Fund Term Scholarships** for donors who want their gift to more directly impact a student:
  - Bryn Mawr Fund Scholarships provide immediate and direct tuition relief to students who need it most. Approximately 72% of our students receive grant aid from the College. There are two levels within the Bryn Mawr Fund where donors can have an immediate and direct impact on funding a student’s education:
    - Merion Scholarship, an annual gift of $15,000.
    - Thomas Scholarship, a pledged commitment of $5,000 per year for four years.
  - Thomas Scholarships provide a way for alumnae who are not financially able to fund a Merion Scholarship or endow a scholarship, the opportunity for their support to have a direct impact on a student at Bryn Mawr. Thomas Scholarships can be discussed with people who:
    - Currently give at or below $5,000 to the Bryn Mawr Fund. In particular, people who are approaching a reunion since their multi-year pledge will count towards their reunion class totals.
    - Donors who are in the process of funding an endowed scholarship and would like to be able to provide immediate financial assistance to a current student, during the process of establishing their endowed scholarship.
  - Benefits at each level:
    - The donor will receive news about their Merion or Thomas Scholar who is benefiting from their support.
    - The donor will receive recognition as a Merion or Thomas Scholarship donor, and as a member of The Slade Society, Bryn Mawr’s leadership giving circle.
    - The donor’s generosity will make an immeasurable impact in the lives of today’s Bryn Mawr students and tomorrow’s leaders.

Talking Points for Lower level prospects and Donors:

- **Giving every year at an amount that is comfortable for you** is what is important and here’s why:
  - 92% of our donors who give to The Bryn Mawr Fund give below the Slade level and **collectively those gifts add up** to over $1.4 million for the College.
Some examples of how $1.4 helps today’s students:

- $5,000 = Tuition subsidy provided to every student
- $40,000 = supports a 360 Course Cluster / average cost per cluster
- $27,300 = Supports grant aid provided by Bryn Mawr / Average per student
- $10,000 = Supports Career Workshops/ average cost per workshop (126 Career Workshops, trainings and networking events in FY15)
- $5,136 = Supports Internships/ average cost per student (Over 200 students received funding for summer internships, community service work and science research positions.)
- $1,500 = Supports annual library purchases/ average per student (4,466 books were purchased for the library in FY15)
- $55 = supports the Writing Center/ average cost per student

- Emphasize the importance of alumnae giving: 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.
- This is how we compare against our peers: (Fiscal Year 2014 figures)

- In Fy15 38% of alumnae gave. However, over the last three years 55% gave in at least one of those three years.
- Each year increasing the percentage of alumnae participation becomes more and more difficult as our class sizes increase as well as our abilities to find greater
numbers of “Lost” alumnae from social media. This year presents a challenge because the number of alumnae we can solicit has hit an all-time high of over 14K (14,187 to be exact) which is 243 more than last year’s count. So **in order to stay at 38% we will need an additional 142 alumnae donors this year. To increase at percentage point we will need an additional 283 alumnae donors!**

- **On average 60% of our donors wash in and out of giving and this wash is what keeps The Bryn Mawr Fund from growing and from being a reliable and sustainable source of revenue** for which the College must depend on each year to fill the gap between the cost of educating the students and the revenue we receive from tuition and miscellaneous resources. Philanthropy accounts for approximately 37% of the college’s revenue stream.

- **The Archway’s Society** is a way that a donor can be recognized as a leader in her support to Bryn Mawr.