THE BRYN MAWR FUND

Fiscal Year 2016-17
Bryn Mawr Fund Staff & Key Volunteers

Mary DiMarino – Director of Annual Giving
Kathy Marcello – Senior Associate Director, Communications
Molly Scott – Reunion Giving / 15th, 25th, 35th, 50th, 65th Reunions
Diane McLaughlin – Volunteers / 55th, 60th, 70th Reunions
Lee Wacker ’12 – Student Philanthropy / GOLD / 5th, 10th Reunions
Christie Kenney – Bryn Mawr Fund Stewardship / 30th, 40th & 45th Reunions

Bryn Mawr Fund Chair – Trisha Hall ’98 (FY15-FY17)
GOLD Chairs – McCurdy Miller ’08 & Aheli Purkayastha ’09
Fiscal Year 2015-16 in Review

Dollars Increased slightly from $5.374 million to $5.377 million. The average gift increased by 5% over the year before.

Archways Society Launched to recognize our loyal consecutive donors of 3+ years or more.

More People Pledging-It-Forward. Class volunteers pitch the importance of consecutive year giving at Reunion and ask their classmates to sign on to promise to give until their next reunion.

The Challenge: Participation Dropped from 38% to 35%, primarily from our donors who give smaller gifts. To stay at 35% we need 5,019 alumnae donors. To increase to 36% we need 5,163 alumnae donors.
Some Financial Facts

- Cost of Educating a Student at Bryn Mawr
- Price for Full Pay Student
- Price for Average Pay Student
Financial Fact Backup

The average student pays almost half the cost of their Bryn Mawr education. Philanthropy subsidizes the remainder of this cost. Every student, even those who are full pay, benefit from philanthropic support.

~71% of BMC undergrad students receive financial aid from the College

~$73,000: the actual cost of educating a student

~$60,000: the sticker price charged for undergraduate tuition, room and board

~$35,000: the amount actually paid by an average undergraduate BMC student. Receiving about $25K in financial aid
Some Financial Facts

7.4% per year = The average annual increase in financial aid support Bryn Mawr has provided students over the past seven years.

1.8% per year = The increased amount that has actually been paid by students or their families over the past seven years.
Some Financial Facts

40% of the College’s annual revenues come from philanthropy, primarily from the Bryn Mawr Fund and the endowment. Without The Bryn Mawr Fund support, the College would need an additional $110 million in the endowment to cover the dollars raised by The Bryn Mawr Fund.
The Campaign
Expect The Bryn Mawr Fund!

To encourage more people to connect with Bryn Mawr.
To include all donors in the success of Campaign.
To provide immediate support to top priorities:
    Students, Faculty, Campus. Every day. Every year.
For most donors (90%) The Bryn Mawr Fund is the way in which they will support the campaign. For many, The Bryn Mawr Fund is their first philanthropic experience with the College. Even most major donors to the College started by giving smaller gifts to The Bryn Mawr Fund. It is important that we ensure a donor’s experience is a positive one.

The Bryn Mawr Fund is important in this Campaign because the College relies on The Bryn Mawr Fund as a reliable source of annual revenue that provides stability to the College and its students. It strengthens donors’ connections to the College, builds loyalty, enables them to feel part of a community of donors, and is an outward expression of their pride in Bryn Mawr. We want alums and parents to be loud and proud about Bryn Mawr and giving is one of the strongest ways to demonstrate that pride.
The Campaign
Expect The Bryn Mawr Fund!

Goals

Dollars
20% of the Campaign Total
Reach a sustainable $6 million/year fund

Donors
7,000
40% Alumnae participation
This Year’s Goals

Dollars = $5,325 million / $5.38 million
Alumnae Participation = 36% or 5,163 alumnae donors
Parent Participation = 25% or 800
Volunteer Giving = 100%

Note: Out of 1,079 Bryn Mawr volunteers who served in FY2016, 811 (75%) gave to Bryn Mawr. So, 268 (25%) did not give, and 30 have never given.
<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>Oct 6</td>
<td>NYC (New York Historical Society)</td>
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<tr>
<td>Nov 17</td>
<td>Boston (Museum of Fine Arts)</td>
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<tr>
<td>Dec 8</td>
<td>DC (Library of Congress)</td>
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<tr>
<td>Feb 28</td>
<td>London (Parliament)</td>
</tr>
<tr>
<td>April 19</td>
<td>Chicago (TBD)</td>
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<tr>
<td>June 6-9</td>
<td>San Francisco &amp; Los Angeles</td>
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These are good opportunities to connect with classmates in your region. Invite a classmate to attend! Reconnect!
The Impact of Your Efforts

Actually, now that I think of it, the person whom I credit MOST with inspiring me to make a gift this year never actually asked me to give. Mary Beth Ward Gosselink hosted a wonderful DC get-together for local '86 classmates. I didn't know her while at Bryn Mawr, but have discovered that she is a great example of the best alumnae. And I'm not talking about her professional achievements, although those are considerable, but rather her character and how she connects with people.

1986 Alumna
What’s Happening In The Bryn Mawr Fund

<table>
<thead>
<tr>
<th>Direct Mail &amp; Email Appeals</th>
<th>Special Giving Events</th>
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</thead>
<tbody>
<tr>
<td>September 19</td>
<td>October</td>
</tr>
<tr>
<td>November 10</td>
<td>November 29</td>
</tr>
<tr>
<td>December (emails)</td>
<td>November 29-Dec 8</td>
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<tr>
<td>February</td>
<td>Feb 14</td>
</tr>
<tr>
<td>April</td>
<td>April</td>
</tr>
<tr>
<td>May (emails)</td>
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Appeal letters mail mid-month, emails follow about a week later.

GOLD Month
Giving Tuesday
Parent Cupcake Challenge
Give-A-Hoot Day
Day of Giving
What’s Happening In The Bryn Mawr Fund

Pledge Reminders
November
March
May

Student Phone-a-thon
September – November
February – March
The Impact of Your Efforts

Sarah Gelfand sternly reminded me of how awesome Bryn Mawr is and that I should get my butt in gear and donate. Thank you! Anassa kata!

- 2011 Alumna
Volunteer Outreach
Strategies for Success

Set monthly targets and time frame

No more than two hours a month for volunteer work

Monthly contacts – target 5-10 or 2 a week

Start with Fall LYBUNTS to give yourself some wins

Recruit classmates to help

Set participation goals for the next three years
Volunteer Outreach
When and Who to Contact

Special Giving Events

October               GOLD Month
November 29           Giving Tuesday
Nov 29 - Dec 8        Parent Cupcake Challenge
February 14           Give-A-Hoot Day (Thank)
April 20 or 25        Day of Giving

Special Giving events are all good opportunities to reach out to friends and classmates.
The Impact of Your Efforts

My classmates have been doing a great job of posting to our class Facebook page to encourage giving in our reunion year. Kudos to them for taking up this charge! I am also a monthly donor, but wanted to contribute a little extra in our reunion month (even though I am unable to attend).

1995 Alumna
Volunteer Outreach
When and Who to Contact

Additional Suggestions for Targeted Outreach

<table>
<thead>
<tr>
<th>Month</th>
<th>Action</th>
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<tbody>
<tr>
<td>October</td>
<td>Summit &amp; Campaign Launch</td>
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<tr>
<td>November</td>
<td>Thank Current Donors</td>
</tr>
<tr>
<td>December</td>
<td>Fall Lybunts</td>
</tr>
<tr>
<td>January</td>
<td>Non Donors</td>
</tr>
<tr>
<td>March</td>
<td>Sybunts</td>
</tr>
<tr>
<td>April</td>
<td>more recent Sybunts &amp; Lybunts</td>
</tr>
<tr>
<td>May</td>
<td>Big Push - Contact Lybunts – remember that 50% of LYBUNTS are not consecutive donors so December and May are good times to contact them.</td>
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Classmates on the *Brink*

**Being Strategic**

**Slade** - Sort your Class Giving Detail by ask amount and see who has an ask amount of $2500 and gives less – They are your Slade Prospects. Matching gifts and monthly giving are strategic ways to help people get to Slade levels.

**Archways** - See who has given two years in a row – let them know about the Archways Society

**Consistent Giving** - If a donor hasn’t increased their giving in a LONG time, talk to them about using this important anniversary year to step up their giving
What’s More Important
Dollars or Donors?
BOTH!

Consistent Giving – Archways
- Alumnae Participation Rate
- Creates a more reliable Bryn Mawr Fund
- Indefinite Monthly Giving & multi-year commitments make Archways membership possible.

Generous Giving - Slade
- 74% of dollars
- Students & GOLD alumnae can join Slade at discounted rates
- Corporate Matching Gifts Apply!
Volunteer Tools & Resources
Alumnae/I Connections & College E-News

Bryn Mawr College News and Headlines

Western Pennsylvania alumni and students gather for summer event.

Featured Content
The presidents of Bryn Mawr and Haverford signed an agreement codifying the collaborative relationship between the schools.

Read more

College Launches Daily Digest to Reduce Email Clutter
Posted September 8th, 2016

Business critical emails will continue to appear in inboxes, while all other announcements, invitations to events, etc. will be featured in the new Daily Digest.

New Faculty: Qiu-Shan Shen and Sylvie Houghton
Posted September 7th, 2016

The College supports faculty excellence in both research and teaching and is committed to social justice and inclusion in the classroom and in the community at large.

Bond to Lead College’s Alumnae Relations Department
Posted September 6th, 2016

In this new role, Bond joins the leadership team of the College’s reorganized Alumnae Relations and Development division.

Home > Bryn Mawr College News and Headlines

The Alumnae Bulletin, August 2016

This issue of the Bulletin highlights on acting success story, alumni sharing their Bryn Mawr memories, and Mawters stepping up to support Mawters.

Read the Online Bulletin.

Bryn Mawr’s Online Photo Galleries
Browse Images of the Latest Events on Campus

Visit the Galleries.
Volunteer Tools & Resources
Bryn Mawr Fund Volunteer Website

Volunteer Tools

Welcome Bryn Mawr Fund volunteers! Our goals for fiscal year 2016-17 are to raise $53.25 million from 7,000 alumni, parents and friends.

General Volunteer Information
All you need to know.

- Solicitation Resources & Tips
  Tricks of the trade.

Sample Communications
Trouble getting started?

Give Now

Follow Bryn Mawr:

Volunteer Action Steps:
Fall 2016
- Volunteer Summit & Campaign Launch: September 16-17, 2016.
- Build your class committees for the new academic year.

Who is your staff liaison?
Find out here.

Development Office, Heather
101 North Merion Avenue
Bryn Mawr, Pennsylvania
19010
Phone: 610-526-5121
development@brynmawr.edu

DEFY EXPECTATION
THE CAMPAIGN FOR BRYN MAWR
Financial Facts

As of March 31, 2016, The Bryn Mawr Fund has raised $3,532,208 from 3,391 undergraduate alumnae.

The Class of 1956 has raised $69,765 from 41 donors representing 37% of your class.

To view your class reports go here.
To log in to your class reports:
User name: classXXXX
Password: athenaXXXX
Volunteer Tools & Resources

Bryn Mawr Fund Report (Greensheet)

The Bryn Mawr Fund Report compares giving for all classes including the number of donors and class participation for last year and the current year.

Class Giving Detail

The Class Giving Detail is a five-year giving report with contact information for the entire class. It updates nightly.

LVBUNTS

The LVBUNTS list shows donors who gave Last Year But Unfortunately Not This year, including those who are approaching their anniversary date from last year.

SBVUNTS

SBVUNTS are donors who give Some Years But Unfortunately Not This year. These lapsed donors should be encouraged to become more consistent.

Class Officers Report

The Class Officers Report contains your class officers and their contact information.

Monthly Donors

January Donors
February Donors
March Donors
April Donors
May Donors
June Donors
July Donors
August Donors (Last Updated September 13, 2018)
September Donors

The Monthly Donors Report breaks down giving by month. These reports are run after the month ends — to see the most current donor list, look at the report for the previous month. Pay attention to the year and date noted at the top of the page.
Thank you for your Help!

- Ask your classmates to give every year!
- Thank your classmates
- Leverage Your Upcoming Reunion
- Encourage Consistent Giving
- Encourage Leadership Giving
- Utilize Bryn Mawr Fund Staff
- Report Back