Dear Volunteers,

Welcome to Alumnae Volunteer Summit 2017 and thank you for your work this past year! Whether you are a new or returning volunteer, your support has been invaluable. In fact, we have a number of reasons to celebrate because of your commitment to the College.

In the last year, you helped to raise a record-breaking $6.3 million for The Bryn Mawr Fund, which directly impacts innovative curriculum, scholarships, internships, library resources, and so much more. Reunion attendance in May also broke records with more than 1,100 alumnae/i, friends, and family returning to campus for a beautiful weekend of celebration and tradition.

Last, but certainly not least, since our public launch of Bryn Mawr’s comprehensive Defy Expectation campaign in 2016, we have surpassed the $155 million mark and are well on our way to reaching the minimum $250 million goal in 2020.

You made these successes possible. Again, thank you!

Now, we ask you to continue your outstanding volunteer work. We must take the momentum from the past year and carry it with us into this year, and the next, and the next, in order to sustain this exceptional institution and realize our students’ boundless potential.

I deeply appreciate everything you do for the College and look forward to seeing you throughout the weekend.

Sincerely,

Robert A. Miller
Chief Alumnae/i Relations and Development Officer
ABOUT BRYN MAWR

BRYN MAWR BY THE NUMBERS...

• Number of countries represented in the student body: 60 (as of Oct. 2016)
• Number of undergraduates Fall 2016: about 1,381
• Total first-time, first-year (freshman) women who applied: 3,012 (as of Oct. 2016)
• Middle 50 percent SAT verbal score: 600-710
• Middle 50 percent SAT math score: 600-730
• Students in top 25% of their high school class: 88%
• Total number of instructional 2016-2017 faculty members: 218
• Total number of women 2016-2017 faculty members: 127
• Number of majors offered: more than 40
• Number of minors offered: more than 50
• Student-run clubs and organizations: more than 150
• The 2016-2017 cost of tuition, room, and board: $60,000, but the full cost of a Bryn Mawr education is $73,000. The difference is covered by philanthropy.
• In the top 10 among elite colleges and universities nationwide that enroll the highest percentage of low and middle income students.
• Average financial aid of students with need: $45,900 (as of Oct. 2016)
• Number of students collaborating with professors on independent projects every year: 500+
• Courses available through Haverford, Swarthmore, and the University of Pennsylvania each year: more than 5,000
• Division III varsity athletic teams: 12
• Size of Bryn Mawr campus in acres: 135

UNDERGRADUATE COLLEGE

At Bryn Mawr, a world-class faculty guides and challenges more than 1,350 undergraduate women and more than 400 graduate women and men from 45 states and 60 countries. In 2016-17, full and part-time faculty numbered 218 (127 women and 91 men).

With a student to faculty ratio of 8:1, Bryn Mawr is a place where teaching is valued, each student is known, and students and faculty members form close bonds. There are superb opportunities for independent and faculty-sponsored research, core seminars, connected interdisciplinary courses, and access to more than 40 majors and more than 50 minors that enable each undergraduate student to create her own academic program.

For the undergraduate class of 2016, the top three majors were: biology, psychology, and English. 30% of students majored in the humanities, 28% majored in the natural sciences, 39% majored in the social sciences, and 3% majored in interdisciplinary studies.

Note that, on average, 25-27% of Bryn Mawr students graduate with a STEM major, more than two and a half times higher than the percentage of STEM degrees awarded to female students nationally (9%). In addition, Bryn Mawr ranks 7th among the top 50 US News and World Report National Liberal Arts Colleges for 2015 for the percentage of graduates who go on to earn doctorates in STEM fields, and the medical school acceptance rate for Bryn Mawr students is over 20 percentage points above the national average.
With each successive generation, the College has expanded its commitment to recruiting and retaining the best and brightest women, regardless of a family’s ability to pay. Ensuring access to a Bryn Mawr education remains one of the College’s highest priorities.

We are dedicated to meeting 100% of a student’s demonstrated financial need and we now spend more than $30 million annually on financial aid.

**ACADEMIC INNOVATION**

Innovation in the College’s academic offerings include the new interdisciplinary 360° courses; a number of A.B./M.A. options; the chance to earn an engineering degree through partnerships with CalTech and the University of Pennsylvania; and extensive experiential learning opportunities. Bryn Mawr is also a leader in blended learning (also known as hybrid learning), which is a combination of online, self-paced learning and face-to-face classroom instruction.

Examples of curricular innovation include the Emily Balch Seminars in freshman year that open the door to the College’s longstanding commitment to rigorous inquiry—including empirical investigation, critical interpretation, cross-cultural analysis, and inquiry into the past. This interdisciplinary and co-curricular approach shapes Bryn Mawr’s curriculum.

Increasing the students’ awareness of the world’s complexity, the groundbreaking 360° program creates an opportunity to participate in a cluster of multiple courses connecting students and faculty in a single semester (or in some cases across contiguous semesters) to focus on a common problem, theme, or experience for the purposes of research and scholarship. An academic year typically includes anywhere from two to six 360° clusters.

Praxis, an experiential, community-based learning program, integrates theory and practice through student engagement in active, relevant fieldwork. Students can also explore professional opportunities through internships and externships, and civic engagement. Coordinated through the Leadership, Innovation, and Liberal Arts Center (LILAC), students are also offered a multitude of classes, workshops, and training programs to enhance their personal and professional development.

**ACADEMIC PARTNERSHIPS**

Longstanding partnerships with Haverford and Swarthmore Colleges and the University of Pennsylvania give Bryn Mawr students a broad variety of curricular opportunities and provide a range of academic options unavailable at most other liberal arts colleges.

Bryn Mawr and Haverford students take classes and may major at each other’s campuses. This Bi-Co connection greatly expands the fields of study available to a student since some programs are available only on one campus (Music and Fine Arts at Haverford, Theater and Dance at Bryn Mawr, for example).

The Tri-Co relationship with Swarthmore College also significantly enriches students’ experiences. Swarthmore, Bryn Mawr, and Haverford share an academic calendar and wide cross-registration. More and more academic programs are explicitly Tri-Co, including Linguistics, Environmental Studies, and Arabic.

Students may also take up to two undergraduate courses per semester at University of Pennsylvania’s more than 75 liberal arts departments and up to a total of four courses at Penn’s undergraduate pre-professional programs. Finally, joint degree programs give students the chance to begin working on a graduate degree at Penn (in Education, Engineering, or City and Regional Planning) while earning their undergraduate degree at Bryn Mawr. Transit subsidies are available for students taking classes at Penn.
GRADUATE SCHOOLS

Our outstanding co-educational graduate schools of Arts and Sciences and Social Work and Social Research, as well as our post-baccalaureate premedical program, add to the intellectual dynamism of our community.

Graduate studies at Bryn Mawr are distinctive in their interdisciplinary collaboration, as noted in the work of our Graduate Group in the Humanities, the recipient of a National Endowment for the Humanities Challenge Grant, and our expanding Graduate Group in Science and Mathematics, which brings together researchers in these fields. Graduate programs in the Arts and Sciences include: Classical and Near Eastern Archaeology; Greek, Latin and Classical Studies; History of Art; Chemistry; Mathematics; and Physics.

As one of the nation’s oldest academic social work programs, the Bryn Mawr College Graduate School of Social Work and Social Research (GSSWSR) is well respected for a long-standing dedication to both scholarship and social responsibility. The School’s philosophy and practice reflect the College’s Quaker roots, its historical concern for oppressed or marginalized groups, and a corresponding commitment to transforming the world for the better. By offering three degree programs—Master of Social Service (M.S.S.), Master of Social Service and Master of Public Health (M.S.S./M.P.H), and Doctor of Philosophy (Ph.D.)—the GSSWSR makes it possible for students to experience and explore the full range of theories and skills necessary for today’s social work practitioner, researcher, or academician.
The **Defy Expectation** Campaign at a Glance

**OUR GOAL**
We have a minimum financial goal of $250 million and the additional goal of putting Bryn Mawr front and center so that its reputation for academic excellence and leadership is known far and wide.

**PROGRESS TO DATE**
The quiet phase of the Comprehensive Campaign began in 2011–12. Through the generosity of our alumnae/i, families, and friends, we are now more than halfway to our minimum financial goal—more than $155 million as of July 2017. Our strong start has already transformed the College, even before we reach and hopefully shatter our goal. See Our Priorities on page 7 for more information.

**WHAT COUNTS**
All gifts given to the College since June 1, 2011 count in our Campaign total, including The Bryn Mawr Fund, Reunion Class gifts, restricted gifts, realized bequests, etc.

**OUR PRIORITIES**

- **Our Students**—expand financial aid resources, sustain academic excellence, and launch students into a limitless future.

- **Our Faculty**—recruit and retain the best, invest in great teaching, support their scholarship, and fund the curricular innovation that puts Bryn Mawr students ahead of the curve.

- **Our Campus**—create the modern facilities that match the ambitions of today’s students and faculty, and help preserve its iconic and historically significant buildings.

- **The Bryn Mawr Fund**—support a strong annual fund to allow Bryn Mawr the flexibility to seize new opportunities as they arise.

- **Our Collective Pride**—along with essential funds, we also seek to raise our voices—every generation of alumnae/i, our parents and friends—in support of Bryn Mawr.

Learn more about our priorities on the next page.

**OUR WEBSITE**
[www.brynmawr.edu/giving](http://www.brynmawr.edu/giving)

**OUR HASHTAG**
#ExpectBrynMawr

**CAMPAIGN EXECUTIVE COMMITTEE**
Denise Lee Hurley ’82, P’17, Campaign Chair, Trustee
Ruth Kaiser Nelson ’58, Campaign Chair Emeritus, Trustee Emeritus
Justine D. Jentes ’88, Trustee
Ann Logan ’76, Chair, Board of Trustees
Nanar Tabrizi Yoseloff ’97, Trustee
Kimberly Cassidy, President
CAMPAIGN STEERING COMMITTEE

Catherine M. Allegra ’84, Trustee
Stephanie L. Brown ’75, Trustee
Arlene Gibson ’85, former CEC member, Trustee Emeritus
Kierstin M. Gray ’01
Cheryl R. Holland ’80, Trustee
Eileen P. Kavanaugh ’75, Trustee
Karen E. Kerr ’89, Former Trustee
Jeffrey I. Kohn P’16, Trustee
Alexandra Kaufmann Kosslyn ’04
Randolph M. Nelson, Former Trustee
Dana Niblack ’93
Susan Savage Speers ’51, Trustee Emeritus
Saskia Subramanian ’88, MA ’89, Trustee, President, Alumnae Association
Chiemi Suzuki ’00
Jennifer Rusk Talia ’05
Severa E. von Wentzel ’95, Trustee
Elizabeth Vogel Warren ’72, Trustee
Betsy Havens Watkins ’61, Trustee Emeritus
Caroline C. Willis ’66, Trustee Emeritus

REGIONAL EVENTS

Celebrating the Campaign with alumnae/i, parents, and friends, our events have included:

New York City, October 6, 2016 (New York Historical Society)
Boston, November 17, 2016 (Museum of Fine Arts)
Washington DC, December 8, 2016 (Library of Congress)
Chicago, April 19, 2017 (Spiaggia)
Los Angeles, June 5, 2017 (Petersen Automotive Museum)
San Francisco, June 6, 2017 (SFMOMA)
Hong Kong, June 28, 2017 (Asia Society)
Maine, August 4, 2017 (Hosted by Stephanie Brown ’75)

Stay tuned for more......

WHY DEFY EXPECTATION?

Our Campaign name, Defy Expectation, is reflective of our history and the world we live in today. Bryn Mawr has stood for women’s success from the beginning and we continue to actively promote that success regardless of outside social and institutional resistance.

Our preeminence in STEM is one proof point, but our excellence in arts and humanities is just as important because women also remain significantly underrepresented in areas such as politics and journalism.

Yes, women have made steady gains in the US and in many other parts of the world over the past several decades, but there is no question that even as we continue to break barriers, there is tremendous pushback. Some reaction and oppression are bolder and louder precisely because of increased visibility and social awareness.

We are the antidote. We are what the world needs. This Campaign will allow us to continue to prepare our students to do extraordinary things. You can expect Bryn Mawr to provide academic excellence, a small welcoming liberal arts environment, and a commitment to empowering women—this is how we will produce the next generation of change agents. Defy Expectation is helping us to get there.
OUR PRIORITIES

THE $250 MILLION MINIMUM GOAL IS BEING SOUGHT AND USED:

For our students—to bring the best and the brightest students to Bryn Mawr without regard for their financial need, to sustain excellence in their academic and extracurricular lives while they attend, and to prepare them to succeed in the world beyond Bryn Mawr. Program examples include financial aid, internships, study abroad, LILAC, Praxis, athletics, graduate stipends, field placements, summer science research, and the Posse program.

The Campaign’s impact to date:

- Pilotiing and establishing programs such as the 360° course clusters and supporting established programs such as Praxis;
- Supporting new technology such as in the Digital Media and Collaboration Lab;
- Raising $15 million to fast-track the creation of the Leadership and Innovation in the Liberal Arts Center (LILAC) due to past parents’ generous challenge grant;
- Establishing 62 new endowed scholarships and internships;
- Securing a $800,000 grant from the Andrew W. Mellon Foundation to promote the value of the humanities through skills development, career exploration, and engagement in public humanities;
- Pilotiing new STEM intensives (week long immersive programs in which students explore different industries by learning key concepts and principles, connecting with alumnae/i and other professionals in the field, and working with case studies);
- Pilotiing a Leadership Assessment Center in LILAC;
- Pilotiing the THRIVE Wellness Seminar program.

For our faculty—to recruit and retain the best faculty and to provide them with the tools and environment they need to be both outstanding teachers and renowned scholars. Program examples include endowed professorships, 360° program, blended learning tools and technology, early career faculty support, AB/MA programs, faculty research support, and development of the next “big thing.”

The Campaign’s impact to date:

- Endowing new faculty positions (e.g., in Environmental Science) and supporting faculty research;
- Establishing two new internationally-oriented faculty postions.

For our campus—to ensure that our buildings match the excellence and ambitions of our students and faculty as well as to maintain the historic surroundings that give Bryn Mawr such a special sense of place. Capital examples include the renovation of Park Science Building, Great Hall repair work, the new dorm project, and a future health center.

The Campaign’s impact to date:

- Beginning Phase I of the Park Science Center renovation project;
- Building New Dorm and Enid Cook ’31 Center;
- Supporting award-winning renovations to Great Hall;
- Creating Perry Garden on the site of the former Perry House.

continued
**For The Bryn Mawr Fund**—to raise unrestricted funds every year to ensure that the College can take care of business and dream big TODAY. Program examples include library books and subscriptions, Blue Bus, term scholarships, and new initiatives, etc. See section 4 of this binder to learn more about The Bryn Mawr Fund’s role in the campaign.

The Campaign’s impact to date:

- Creating new majors in Biochemistry and Molecular Biology and International Studies;
- Creating new minors in Museum Studies and Health Studies;
- Establishing the Community Day of Learning and other community-wide programs.

**Our Collective Pride**—Additionally, the Campaign represents an opportunity to engage every generation of Mawrters, our parents and our friends in a common cause—supporting the College’s reputation for academic excellence and leadership. To that end, we will be looking for opportunities to celebrate the role of our alumnae/i in sustaining Bryn Mawr in the coming year. Just as the financial goal for our Campaign is critical, so too is this goal of pride. Speak up about Bryn Mawr’s excellence in your career, in your community, and in your daily life. Volunteer, Give, Tweet, Like—Tell the world about Bryn Mawr!

**DETAILS ABOUT GIVING TO THE CAMPAIGN**

**BY MAIL**

Gifts made by check are often fully deductible for donors who itemize their federal income taxes. Please make checks payable to Bryn Mawr College and mail to:

Bryn Mawr College  
Alumnae Relations & Development / Helfarian  
101 N. Merion Avenue  
Bryn Mawr, PA 19010-2899

**BY PHONE**

Please call 610-526-7380 or 610-526-7395 to make a credit card gift. You may also schedule gifts every month or quarterly. For efficiency’s sake, we ask that each transaction not be less than $10.

**ONLINE**

Make an immediate and secure credit card gift using Mastercard, Visa, American Express, or Discover at www.brynmawr.edu/makeagift. Spread your payments over a period of months, or give a monthly amount year-round.

**CORPORATE MATCHING GIFTS**

Many corporations match gifts to charitable institutions made by employees, employee spouses, and retired employees. Contact your personnel office for information about your employer’s program. Please note that you must secure the proper matching gift forms from the corporation and submit them to the College in order for Bryn Mawr to receive the matching gifts. Visit https://www.brynmawr.edu/giving/matching-gifts to find out if your employer, or that of your spouse/partner, has a matching gift program.
GIFTS OF SECURITIES

The minimum gift of securities is $500 and offers two tax advantages: The donor avoids capital gains tax on the appreciated value of the securities and may take a charitable deduction on her federal income taxes for the full market value of the security as of the date of transfer to the College. Securities that have been held for one year or more are deductible up to 30 percent of the donor’s adjusted gross income; the balance may be carried forward within the same limitation for up to five years. For more information, call Ann Diaz-Barriga at 610-526-7380.

GIFTS OF REAL ESTATE

You may give a gift of real estate—such as land, a house, a farm or commercial property— outright, in which case the College will sell the property and use the proceeds immediately. Another option is to use real estate to fund a trust and provide the donor (or another person) with lifetime income. An individual may also give a house to Bryn Mawr and retain the right to live in it during her lifetime. This latter type of gift provides the donor with an immediate charitable deduction, and may also allow her to claim deductions throughout her lifetime on maintenance costs for the property. For more information, contact the Office of Gift Planning at 610-526-6597.

BEQUESTS AND GIFT PLANNING

Create your legacy with a future gift to Bryn Mawr. Contact the Office of Gift Planning at 610-526-6597.

WE ARE HERE TO HELP

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Alumnae Admissions Representatives (AARs)
Volunteer Opportunities

There are many ways to get involved as an Alumnae Admissions Representative this year. Let us know how you want to help recruit the Class of 2022 Mawrters! For more information and resources, visit our AAR webpages at https://www.brynmawr.edu/alumnae/alumnae-admissions-representatives.

COLLEGE FAIRS

Interested in sharing your college memories and experiences with prospective Mawrters? College fairs are a great way to introduce Bryn Mawr to potential students and their families. The Office of Admissions will send you supplies and updated information about the admissions process, financial aid and the College.

ALUMNAE PANEL AND INTERVIEW DAYS

Each October we host Alumnae Panels and Interview Days in New York City, Washington, D.C. and Boston. We are always looking for alumnae to share their Bryn Mawr experience on panels; interview students; and chat with prospective students and their families during these events.

ADMISSIONS INTERVIEWS

From September through December, our Alumnae Admissions Network will conduct interviews with prospective students. These interviews last approximately 30 minutes and AARs are required to submit an evaluation to the Office of Admissions.

CONGRATULATORY NOTECARDS TO ADMITTED STUDENTS

Students love to hear from our alumnae and value the personalized correspondence that they receive from you. In the months of December, February and March we will be sending out stamped and addressed notecards for students who have been admitted to the College. We would love for you to reach out to these students and welcome them to the community.

BOOK AWARD CEREMONIES

Each year as part of the Bryn Mawr College President’s Book Award program, we honor young women from around the world who exemplify the traits of a Bryn Mawr woman—intellectually engaged, independent, passionate. These young women are nominated for the award in their junior year by their guidance counselor. Once we select the winners we notify their guidance counselor and they will often recognize the student at their high school’s spring awards ceremony. We often have requests from high schools to have a local alumna present the award on Bryn Mawr’s behalf.
The Bryn Mawr Fund

MAKING THE CASE...

“Working on behalf of The Bryn Mawr Fund is an honor and a privilege. Our contributions support Bryn Mawr faculty and students in making ground-breaking contributions. Collectively we make Bryn Mawr’s top-notch education and lifelong community accessible to an increasingly diverse group of women. Together we defy expectation.”

Linda Friedrich ’89
Bryn Mawr Fund Chair

Each year The Bryn Mawr Fund is a reliable revenue source that provides stability to the College and its students. Gifts to The Bryn Mawr Fund play a critical role in ensuring that we have a sufficient financial aid budget and are able to uphold the College’s excellence and innovation. The College relies on the generosity of its loyal alumnae/i to keep Bryn Mawr financially strong. The education of every Bryn Mawr student is made possible by the generosity of those who came before them. These gifts are used immediately to support the College’s top priorities:

- To support students’ education: The average student pays roughly half the cost of their Bryn Mawr education. Philanthropy subsidizes the remainder. This fiscal year (June 1, 2017 to May 31, 2018), The Bryn Mawr Fund must raise $5.4 million to support the College’s budget, allowing the College the flexibility to use this support where it’s needed most throughout the year. In addition to big priorities such as financial aid and academic programming, The Bryn Mawr Fund is vital to the overall student experience. Without this support, the College would need an additional $110 million in the endowment to cover the dollars raised by The Bryn Mawr Fund.
- To provide stability: Each year there are situations we can’t anticipate. The stock market and severe weather are just two examples. The Bryn Mawr Fund is a reliable revenue source that provides stability to the College and its students.

WAYS IN WHICH A DONOR CAN DIRECT THEIR BRYN MAWR FUND GIFT

- Students: Opportunities & Experiences
- Faculty: Great Minds & Astounding Ideas
- Infrastructure: A Campus for a New Era
- All of the Above

THE BRYN MAWR FUND’S PURPOSE IN THE CAMPAIGN

For about 90% of our donors, The Bryn Mawr Fund is the way in which they will support the Campaign, and we can all work together to ensure their experience is a positive one. In the context of the Campaign, The Bryn Mawr Fund:

- builds loyalty, enables people to feel part of a community of donors, and is an outward expression of their pride in Bryn Mawr;
- enables donors to make an immediate difference through their giving;
- allows donors to participate in the Campaign, at any gift level. (Collectively these gifts add up to a significant amount.)

The Bryn Mawr Fund will account for a substantial percentage of the overall Campaign and must increase in both dollars and donors each year. Giving every year is critical for The Bryn Mawr Fund to be successful.
Dollars: Provide $35-$40 million to the Campaign overall
Grow to and sustain a $6 million Bryn Mawr Fund

Donors: Raise number of annual donors to 7,000+
Increase the alumnae giving participation rate to 40%

Participation Totals:

Although dollars to The Bryn Mawr Fund increased last fiscal year, alumnae participation dropped. Each year, as the newest graduating class is added to the solicitation base, the overall number of alumnae being solicited grows, making it even more difficult to increase the participation rate.

Why is participation important? 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.

<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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<td>35%</td>
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<td>34%</td>
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<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>
</tr>
<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>5024</td>
<td>36%</td>
<td>$4,561,888</td>
<td>$5,170,608</td>
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<tr>
<td>2014</td>
<td>4894</td>
<td>36%</td>
<td>$5,385,853</td>
<td>$5,406,053</td>
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<td>2015</td>
<td>5147</td>
<td>37%</td>
<td>$4,609,298</td>
<td>$5,374,867</td>
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<tr>
<td>2016</td>
<td>4878</td>
<td>34%</td>
<td>$4,652,233</td>
<td>$5,377,799</td>
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<tr>
<td>2017</td>
<td>4790</td>
<td>33%</td>
<td>$5,518,301</td>
<td>$6,333,164</td>
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</tbody>
</table>

Consecutive giving is essential to growing alumnae participation. Although Bryn Mawr fund dollars hit a record-breaking high in FY17, donor involvement continues to decline. Collectively, gifts of all sizes add up to make a significant impact on our students’ education. Your volunteer work is vital to increasing alumnae giving participation. Your advocacy encourages your classmates and reinforces their decision to support the College.
Did you know that GOLD alumnae, the 10 most recent graduating classes, represent almost 22% of the entire Bryn Mawr alumnae base? That number is extremely significant and helps explain why GOLD alumnae have the greatest power to influence the alumnae participation rate. In FY17, 784 GOLD donors made a gift to the College, representing 25% of GOLD alumnae.

**GOLD ALUMNAE/I ANNUAL GIVING PARTICIPATION PEER COMPARISON FY16**

- Wellesley: 48%
- Swarthmore: 48%
- Haverford: 48%
- Mt. Holyoke: 35%
- Bryn Mawr: 34%
- Smith: 32%
- Barnard: 26%

**ALUMNAE/I ANNUAL GIVING PARTICIPATION PEER COMPARISON FY16**

- Wellesley: 44%
- Swarthmore: 40%
- Haverford: 27%
- Mt. Holyoke: 25%
- Bryn Mawr: 19%
- Smith: 19%
- Barnard: 18%
VOLUNTEER ROLE AND RESOURCES

IMPORTANCE OF VOLUNTEERS AND THEIR ROLE IN THE CAMPAIGN

Volunteers play a critical role in Bryn Mawr’s success. The Bryn Mawr Fund in particular, relies on the efforts of its volunteers who personally reach out to classmates and encourage their financial support of the College.

During the Campaign, in addition to soliciting financial support, we are also asking our volunteers to encourage their classmates to connect with the College in other ways:

- Support The Bryn Mawr Fund
- Become a volunteer
- Attend a regional event
- Attend a campus event
- Update your contact information
- Submit a class note

During this historic Campaign, strengthen your ties to Bryn Mawr by becoming more involved, financially investing in the College, showing and voicing your Bryn Mawr pride and encouraging other Mawrters to do the same.

“I volunteer for Bryn Mawr to honor the culture of giving Bryn Mawr developed in me. I volunteer for Bryn Mawr because Bryn Mawr taught me that when we give of ourselves, we can, and will, change the world.”

Erica Seaborne ’09
Bryn Mawr Fund Class Chair
VOLUNTEER CALENDAR

FALL

September
- Attend Alumnae Volunteer Summit
- Make your Bryn Mawr Fund gift
- Solicitation #1 will be mailed on September 15
- Begin reaching out to your classmates

October
- GOLD Month
- BMF solicitation follow-up emails
- Continue reaching out to classmates

November
- Solicitation #2 will be mailed on November 10
- Continue reaching out to classmates
- Thank those who gave so far this year
- BMF solicitation follow-up emails

December
- Contact classmates for calendar year-end gifts
- BMF calendar year-end emails

SPRING

February
- Solicitation #3 will be mailed on February 15

March
- BMF solicitation follow-up emails

April
- Solicitation #4 will be mailed on April 10
- Encourage classmate giving as fiscal year-end approaches

May
- BMF fiscal year-end emails
- Reach out to LYBUNTS from May 22 to May 31

Remember that Bryn Mawr’s Fiscal Year ends on May 31, 2018.

Throughout the course of the year, in addition to soliciting gifts for The Bryn Mawr Fund, we also encourage you to attend an event, invite a Mawter to attend an event with you, invite a Mawter to coffee, submit a class note, encourage your classmates to submit a class note, update your contact information. And have fun!
GOLD

Did you know that GOLD alumnae, the 10 most recent graduating classes, represent almost 22% of the entire Bryn Mawr alumnae base? That number is extremely significant and helps explain why GOLD alumnae have the greatest power to influence the alumnae participation rate. In FY17, 784 GOLD donors made a gift to the College, representing 25% of GOLD alumnae. Today’s GOLD classes are Bryn Mawr’s future. Increasing the number of GOLD donors during the Campaign is an important priority.

TOP 5 EXCUSES FOR NOT MAKING A GIFT

We know that it can be very difficult to convince some classmates to make a gift, especially that first gift. Here are the top five excuses you might hear and how you can respond.

5. My gift won’t make a difference.
   WRONG! Every gift, regardless of the size, helps. The impact of collective giving is significant.

4. I don’t have any money to spare. I don’t have a job. I just bought a house. I’m still paying off my student loans.
   Gifts of all sizes count toward participation. $10, $20...They all count!

3. I paid enough in tuition.
   Great investment! But tuition didn’t cover the full cost of your Bryn Mawr education. Every student receives a subsidy, regardless of need. And the generous alumnae who came before us helped fund that gap. Now it’s our turn to do the same for today’s students.

2. I’m still angry about XXXXXXX.
   There probably isn’t a graduate of any institution who wasn’t upset about something by the time they graduated. What about the good stuff? Bryn Mawr will always be our alma mater. It’s up to each one of us to make sure that it is the best institution it can be for current and future generations. An investment in Bryn Mawr is an investment in you!

1. I haven’t been asked.
   Really? Are you serious? Gift asks are made every September, November, February, and April by direct mail appeal, in addition to regular emails, social media communications, and more. Let me confirm that your contact info is up to date on the College’s records. (Communicate this with your staff liaison.)

“Bryn Mawr is where I found my voice. Bryn Mawr helped me be comfortable looking outside of myself for new opportunities to grow, and now it is my job and pleasure to support the College as a volunteer so the next generation of Bryn Mawr has the same chance.”

McCurdy Miller ’08
Bryn Mawr Fund Class Chair, Former GOLD Committee Chair

MONTHLY GIVING

For those who are already giving to Bryn Mawr and would like to increase their support during the Campaign, recommend monthly giving. Spreading a gift out over the year, in monthly increments, is a great way to make a larger gift. This is also an excellent way to become a member of the Slade Society, Bryn Mawr’s leadership giving society.
VOLUNTEER RESPONSIBILITIES

BRYN MAWR FUND VOLUNTEER CHAIRS & COMMITTEE MEMBER RESPONSIBILITIES

>> Make a gift or pledge to The Bryn Mawr Fund in September, before soliciting your classmates—
100% Bryn Mawr Fund volunteer participation is essential.
Consider making a multi-year pledge leading up to your next Reunion

>> Solicit your classmates
Emails and phone calls to individual classmates throughout the year
Contact classmates during time-sensitive Challenge Campaigns

>> Report feedback to your Bryn Mawr Fund staff liaison
Pledges and gifts
Changes in contact information
Any additional relevant information

>> Review monthly reports

>> Recruit committee members

>> Thank classmates who have made a gift, with special attention to new donors and those who do not give every year

>> Attend Alumnae Volunteer Summit in the fall

>> Participate in conference calls

>> Use social media, email, and more to spread the word about important College information, such as the fiscal year end. Look in the monthly volunteer communications for suggested wording.

Additional Ways to Increase Involvement

>> Host a get-together, like lunch or a tea

>> Find lost alumnae and send us their new contact information

>> Reach out to disengaged classmates
Bring them back to campus for an event, or attend a regional event in your area

>> Post on Social Media (Facebook, Twitter, Class blogs, etc.)
Promote giving (especially in December, May and during Challenges)
Encourage Event Attendance
Express pride in being a Bryn Mawr Alumna
Combat negative comments with positive ones

>> Be a mentor for an inexperienced Class Chair
A WORD ABOUT REUNIONS

Each year, Reunion classes contribute approximately 26% of all donations to The Bryn Mawr Fund. Reunions are when some donors make their first gifts and it is often a time when lapsed donors return. Volunteering for Reunion can engage alumnae and keep them connected to the College.

When talking to your classmates, remember:

Reunion is a rallying point around which alumnae can raise a generous gift that contributes to the Campaign. Every class of alumnae will celebrate a Reunion during the Campaign.

REUNION GIFT CHAIR DUTIES

- Make a gift or pledge to The Bryn Mawr Fund in the fall, before soliciting classmates
- Recruit Gift Committee members and solicit their gift/pledge
- Lead and mentor Reunion Gift Committee members throughout the year
- Work with your Bryn Mawr Fund staff liaison to set class goals and determine a strategy for soliciting gifts
- Coordinate with class presidents and planning committee to determine outreach strategy and timeline for soliciting assigned classmates
- Draft or edit Reunion Gift Committee appeals once or twice a year
- Lead your class in the Pledge-It-Forward initiative at Reunion
- If possible, attend Reunion

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

WHAT COUNTS AT REUNION

Your Reunion Class 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 (all gifts and pledges to any fund following your last Reunion through your next Reunion)
- Your class’s Grand Bryn Mawr Fund Total (all gifts and pledges to The Bryn Mawr Fund following your last Reunion through your next Reunion)
The percentage of classmates who gave every year since your last Reunion

The percentage of classmates who give in the year of your Reunion

PLEDGE-IT-FORWARD

Because alumnae donors account for over 75% of Bryn Mawr’s donor base, the College relies on their loyal support each year. However, many of our alumnae donors do not give every year. On average, 400 alumnae who give during their reunion year do not renew their support in the year following their Reunion. This loss adds up to over $200,000 annually. To combat this trend, Reunion classes are asked to Pledge-it-Forward by making a promise to give every year to their next Reunion. During class meetings at Reunion weekend, class officers will make a pitch about the importance of loyal giving and ask their classmates to sign a commitment to give each year leading up to their next Reunion. More information including talking points and materials will be provided later in the year.

“People want things done. They want things to happen. And it always amazes me that so few will step up to make sure that gets done. I just can’t be one of those who sits back and waits—especially when what’s involved is the advancement and support of something I believe in as much as I believe in Bryn Mawr.”

Linda Bush ’85
Bryn Mawr Fund Class Committee Member & Class President

<table>
<thead>
<tr>
<th>Reunion Year</th>
<th>Avg. Total Dollars</th>
<th>Class Giving %</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>$6,874</td>
<td>31%</td>
</tr>
<tr>
<td>10th</td>
<td>$19,166</td>
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</tr>
<tr>
<td>15th</td>
<td>$33,065</td>
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</tr>
<tr>
<td>20th</td>
<td>$53,802</td>
<td>41%</td>
</tr>
<tr>
<td>25th</td>
<td>$85,411</td>
<td>46%</td>
</tr>
<tr>
<td>30th</td>
<td>$76,893</td>
<td>42%</td>
</tr>
<tr>
<td>35th</td>
<td>$77,086</td>
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</tr>
<tr>
<td>40th</td>
<td>$146,075</td>
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<tr>
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<td>$119,782</td>
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<td>$325,026</td>
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</tr>
<tr>
<td>55th</td>
<td>$104,250</td>
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<td>$62,142</td>
<td>48%</td>
</tr>
<tr>
<td>70th</td>
<td>$21,436</td>
<td>41%</td>
</tr>
</tbody>
</table>

Average based on last three years.
TIPS ON SOLICITING CLASSMATES FROM SEASONED 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 liaison.

›› 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 up-to-date.

›› Don’t forget to thank them for taking the time to speak with you and especially for their generous support!

›› 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 best results, personal outreach is most effective. Be up front about why you’re contacting them and tell them why you give.

›› Ask your classmate to increase her gift and/or suggest a corporate matching gift to move her to a higher gift club category. (Spouse or partner matching gift programs may also apply.)

›› Promote monthly giving as a convenient way to give, a manageable way to make a larger gift, and a great way to endorse consistent giving.

When talking to your classmates, remember:

Use your resources and report back from the field: Make use of Bryn Mawr Fund appeals, reports, and materials when talking with classmates. Let us know what your classmates are saying and what their gaps in knowledge are so that we can refine and enhance our fundraising messages and materials.

COMMON OBJECTIONS AND TIPS ON TURNING THEM AROUND

›› “Bryn Mawr is not the same College it was when I went there.”

Tell them Bryn Mawr’s highest priority is to remain a highly selective college and that over 88% of those admitted were in the top 25% of their class, and that Bryn Mawr’s core mission and values of educating the brightest young women from all backgrounds remain the same.

›› “I don’t have any money because … I just bought a house, or had a baby, or lost my job, etc.”

Congratulate them or be sympathetic. Then make the case for participation letting them know that it affects college rankings, grant funding and new student inclination. Smaller gifts collectively make a big impact for today’s students.

›› “I only give in Reunion years (and it’s not a Reunion year for your class).”

Gifts during a non-Reunion year are extremely important to the success of the Campaign and all gifts will count toward the class’ Grand Reunion Total at the next Reunion. Making a gift every year is critical to increase alumnae participation.

›› “I support other causes.”

Tell them there is a good chance that there is a Bryn Mawr student using her education to advance the issues they care about. Last year Bryn Mawr ranked #6 in the Top 30 Liberal Arts Colleges in Washington Monthly which recognizes colleges who encourage students to enter service-focused careers. Bryn Mawr ranks in the top for sending students to the Peace Corps and promoting service for students and faculty. Bryn Mawr also ranked #5 among the Best Women’s Colleges in America by Niche.
WAYS TO GIVE

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 or pledge 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

“I hope to continue to build a supportive intellectual community for my classmates and for students of Bryn Mawr, past, present, and future.”

Gail Hubbard ’62
Class President

TYPES OF GIFTS

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 from your place of employment and send it to the Bryn Mawr Fund Office at the address above. 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.

IRA CHARITABLE ROLLOVER

If you are 70 1/2 or older, you can make a tax-free qualified charitable distribution from your IRA. Interested donors can contact their IRA provider to initiate a qualified charitable distribution to Bryn Mawr College. For more information contact giftplanning@brynmawr.edu or your Bryn Mawr Fund staff liaison.

WIRES

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

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 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. Over 4,000 donors are now Archways members who collectively contributed over $5.3 million in FY17. Consecutive giving helps ensure this financial stability year after year.

THE SLADE SOCIETY

Contributing more than 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. A matching gift may also help you gain access into the Slade Society.

GOLD alumnae receive Slade membership at discounted rates equal to the number of years since their graduation multiplied by $100.

THE SLADE SOCIETY GOLD MEMBERSHIP

<table>
<thead>
<tr>
<th>Class Year</th>
<th>Years after Graduation</th>
<th>Slade Society Membership</th>
<th>Monthly Payments June 2017-May 2018 (12 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>10</td>
<td>$1,000</td>
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<tr>
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<td>9</td>
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</tr>
<tr>
<td>2016</td>
<td>2</td>
<td>$200</td>
<td>$16.67</td>
</tr>
<tr>
<td>2017</td>
<td>1</td>
<td>$100</td>
<td>$8.34</td>
</tr>
</tbody>
</table>

When talking to your classmates, remember:

Consistent giving: Bryn Mawr relies on unrestricted support each year. Currently, 35% of our alumnae donors do not give consecutively. Encouraging multi-year giving, stewarding first-time or sporadic donors, and communicating the impact of their gift really motivates donors to renew their support. Follow up with alumnae after a Reunion year to encourage ongoing participation.

Leadership Giving: Growing Slade Society membership during the Campaign will be important. Slade Society members represent about 9% of our donors who contribute more than 75% of the dollars. It is a small group who make a big impact. College and Merion Scholarships are great ways for a donor to have a more direct impact in the life of a current student.

“I volunteer for Bryn Mawr because I want to give back to the place that helped me grow into the person I am today. It helped me figure out how to navigate the world as a strong, independent woman and make an impact. I support Bryn Mawr so others can have those same experiences.”

Lindsey Norton ’11
Class President
TAYLOR SOCIETY

There are currently 674 members of The Taylor Society. You are welcomed as a member of The Taylor Society when you notify Bryn Mawr that the College is named as the beneficiary of a gift of any amount through your will, or through other gift arrangements such as:

- **Life-Income gift**
  - Charitable gift annuity
  - Charitable remainder trust
  - Pooled income fund

- **Charitable beneficiary of**
  - Donor advised fund (remainder)
  - 401(k), 403(b), IRA, SEP, or similar retirement plan
  - Life insurance policy
  - Bank/Investment Accounts

For more information, contact the Office of Gift Planning at (610) 526-6597 or visit their webpages at http://giftplanning.brynmawr.edu/.

VOLUNTEER WEB PAGES

Bryn Mawr Fund volunteers have access to their own web pages at https://www.brynmawr.edu/giving/bryn-mawr-fund/volunteer-tools. Next steps for volunteers, sample communications, staff liaison contact information and many other types of volunteer facts and resources can be found on these web pages.

USING YOUR ONLINE REPORTS

Bryn Mawr Fund volunteers receive monthly class reports via their emailed Bryn Mawr Fund Volunteer Newsletter. Class reports are invaluable to volunteers to provide contact information, giving amounts, and to assess class progress to goal. Save the link to your class reports page as a favorite on your computer.

To log into these reports, follow these simple instructions:

- **User name is class and your class year (lower case, no space)**
  - Example: class1968
- **The password is athena and your class year (lower case, no space)**
  - Example: athena1968

Class reports include:

- **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 (updated monthly).
- **Class Giving Detail**
  - The Class Giving Detail report is a five-year giving report with assignments and contact information for the class (updated nightly).
LYBUNTS
The LYBUNTS list shows donors who gave Last Year But Unfortunately Not This year, including those who are approaching their anniversary date from last year. This list is especially good to find calendar year-end and fiscal year-end donors to contact.

SYBUNTS
SYBUNTS are donors who give Some Years But Unfortunately Not This year. These lapsed donors should be encouraged to become more consistent. If you are looking to boost participation, this is a good list to work from as many of these people are core donors.

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

Monthly Donors
The Monthly Donors Report is a month by month report of donors to any fund. These reports are posted after the month ends. In order to see the most current donor list, you will need to look at the report for the previous month. These reports are useful for thanking classmates.

Bryn Mawr Fund Liaisons
This is the list of all of the Bryn Mawr Fund contacts

GLOSSARY

Annual Giving: This refers to gifts made to The Bryn Mawr Fund which are unrestricted and made by alumnae, parents, college seniors, and friends each year that support current funding needs.

Archways Society: A giving society which recognizes donors who have supported the College three years in a row or more.

Core donor: A donor who made a gift in three of the last five years.

Capital gift: This is a restricted gift designated for the College’s major “capital” projects. Capital gifts are not counted in The Bryn Mawr Fund.

Endowment: Funds donated to Bryn Mawr and invested by the College in order to generate interest income used to support current operations. Such funds are often designated for a specific purpose, such as financial aid or faculty salaries.

Fiscal year: This fiscal year runs from June 1, 2017 through May 31, 2018.

GOLD: (Graduates Of the Last Decade) Anyone from the classes of 2008 through 2017 are members of GOLD.

Leadership Gift: A Slade Society gift made in one fiscal year.

LYBUNT (Last Year But Unfortunately Not This Year): Someone who contributed to The Bryn Mawr Fund in the prior fiscal year but has not yet contributed in the current fiscal year.

Matching Gift: A gift from a corporation with a matching gift program, generated by an employee, retired employee, or his or her spouse or partner.

Remit: The printed piece accompanying an appeal letter which contains information specific to the person receiving the appeal. A donor returns the remit with his/her check when making a gift. Changes in phone, email, address, and comments may be made on the remit form.

Restricted Gift: A gift for a specific purpose such as a scholarship, professorship or to support an academic program or a capital project. Restricted gifts are not counted in The Bryn Mawr Fund.

Reunion Gift: This is the total of all gifts and pledges to all priorities raised since your class’s last Reunion five years ago, including Bryn Mawr Fund gifts, and life income gifts. This total is announced at Reunion, and referred to as the Grand Reunion Total.
**Slade Society:** A Giving Society which recognizes a leadership level gift of $2,500 within a single fiscal year. This leadership level has been adjusted for our GOLD alumnae.

**Sollicitable Base:** The calculated number of people in a class who can be solicited.

**SYBUNT (Some Years But Unfortunately Not This Year):** Someone who contributed to The Bryn Mawr Fund within the last five years but not the last fiscal year or this fiscal year.

**Taylor Society:** A Giving Society for those who have named Bryn Mawr as the beneficiary of a gift through their will, or other life-income gift arrangements such as charitable gift annuities, charitable remainder trusts, or pooled income funds.

**College Internships:** A student internship funding opportunity through The Bryn Mawr Fund. A commitment of $5,000 per year for four years, for a minimum of $20,000.

**College Scholarship:** A student scholarship funding opportunity through The Bryn Mawr Fund. A commitment of $5,000 per year for four years, for a minimum of $20,000.

**BRYN MAWR FUND STAFF LIAISONS**

**Mary DiMarino**  
Director of Annual Giving, 50th and 60th Reunions  
mdimarino@brynmawr.edu  
610-526-5123

**Christie Kenney**  
Bryn Mawr Fund Associate, 35th, 40th, 45th Reunions  
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610-526-5127

**Diane McLaughlin**  
Annual Giving Volunteer Fundraising Manager, 30th, 55th, 65th, 70th Reunions  
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**Taylor Milne ’17**  
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**Lee Wacker ’12**  
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610-526-7553
BRYN MAWR FUND VOLUNTEER CONFIDENTIALITY STATEMENT

The purpose of this Confidentiality Statement is to protect the privacy of all members of the Bryn Mawr community. Bryn Mawr Fund volunteers have access to information that is confidential and/or privileged and proprietary in nature. Bryn Mawr College requires that strict confidentiality be maintained with respect to all information obtained by staff and volunteers.

This includes, but is not limited to, information pertaining to donations of money or gifts, addresses, telephone numbers, email addresses, and other contact information. Electronic communications accessible by volunteers shall be treated as confidential documents and shall not be transferred via electronic or any other communication vehicle at any time. Any personal and financial information should not be disclosed or discussed with any third parties without prior written consent from Bryn Mawr College.

It is the policy of Bryn Mawr College that such information must be kept confidential both during and after volunteer service. For more information, please contact The Bryn Mawr Fund office at 610-526-5127.
Working with Clubs and Regional Groups: 
A Quick Reference Guide

The Bryn Mawr College alumnae/i community is fortunate to have a multitude of regional clubs and groups across the globe. They act as conduits between the alumnae/i community and the College and facilitate networks of alumnae/i in professional and personal pursuits. As a regional leader, you play an integral role in making these connections possible and as a result of your service the College continues to Lift the Lantern High around the world. Thank you!

ORGANIZING A BRYN MAWR CLUB OR REGIONAL GROUP

Whether you are looking to organize a new Club or group, re-vitalize an inactive one or informally engage alumnae/i in your geographic area, the Alumnae Relations Office is here to support you.

GETTING STARTED

Step One: Contact the Alumnae Relations Office for a geographic printout of all alumnae/i in your area,

Step Two: Recruit a core organizing group (1-2 alumnae/i) who share an interest in engaging alumnae/i to assist with the planning of the first alumnae/i meeting or event.

Step Three: Determine the organizational model (i.e., formal club, informal club, or Ambassador Program) that is the best fit for the alumnae/i in your area. (See the organization models section for descriptions of each model.)

Step Four: Determine the type of activity you will host for the first meeting/event.

Step Five: Contact the Alumnae Relations Office for assistance in publicizing your first regional alumnae/i activity.

PLANNING AN EVENT

When planning an event, be sure to consider the following:

>>> Goals
   What should this event accomplish?

>>> Leadership
   How many volunteers will be needed to run the event?

>>> Venue
   Choose a location that will minimize travel for the most potential participants (consider handicap accessibility, parking situations and availability of public transportation).

>>> Date
   Remember to check the calendar for significant events (e.g., holidays, elections, school vacations, significant local events) that may conflict with the date you have in mind for your event.

>>> Communications
   Contact the Alumnae Relations Office to develop a communications plan.

AFTER THE EVENT FOLLOW-UP

>>> Write thank-you notes to all involved.

>>> Summarize event/meeting with the Alumnae Relations Office
   Include attendance list and photos
ORGANIZATIONAL MODELS

The Alumnae Relations Office has established three club models—formal clubs, informal clubs and the ambassador program—for engaging alumnae/i regionally. Each model has a different degree of formality in its structure and activities.

Formal Clubs: (meets two or more of the following criteria)

- Elected officers
- Governed by a set of bylaws
- Generally collects dues to absorb the club's operating/program expenses
- May also charge for attendance at specific events.
- Files end of year reports with the Alumnae Relations Office

Expectation: Engage alumnae/i through programming each quarter

Informal Clubs: (meets two or more of the following criteria)

- Core group of volunteers plans events
- Not governed by bylaws
- Does not collect dues; events are generally self-funded
- Files end of year reports with the Alumnae Relations Office

Expectation: Engage alumnae/i through programming at least 2-3 times a year

The Alumnae/i Ambassador Program

In an area without an organized club that has 50 or more alumnae/i, the Alumnae Association may identify an ambassador. An ambassador is the College's point of contact for the area who facilitates opportunities for alumnae/i connections.

- The Ambassador and/or a core group comes together for a specific purpose (e.g., to plan a summer gathering for area alumnae/i)
- Dues are not collected; events are self-funded
- The Ambassador summarizes all events with the Alumnae Relations Office

Expectation: Engage area alumnae/i at least annually

*Clubs with wide geographic boundaries and a membership that is spread throughout these boundaries may identify ambassadors to facilitate engagement opportunities for a specific area within the club's boundaries.

ALUMNAE RELATIONS SUPPORT

The Alumnae Relations Office is ready to help you connect with alumnae/i in your area and execute exciting events. The Alumnae Relations Office will:

- Email alumnae/i contact information to club/group leaders for the purpose of conducting club/group business. Requests for a list are made to clubs@brynmawr.edu
- Provide address updates in the spring and fall for alumnae/i who have moved to or within the club area.
- Broadcast club/group events across the globe, via Alumnae/i Connections, the Alumnae Relations Office’s bimonthly event e-calendar. Alumnae/i Connections is emailed to every alumna/us on the 15th and 30th of every month. Send event information to clubs@brynmawr.edu by the 10th and 25th of the month.
• Provide online registration for all club/group events and receive event RSVPs that are automatically emailed to the event planners.

PROGRAMMING

Clubs and regional groups are encouraged to plan events that serve “everyone” as well as those that might be relevant to specific alumnae/i cohorts (i.e. “new parent” events or “getting ready for retirement” discussions.).

Here are some events that clubs/groups have held over the past year:

• Ask a member who attended Reunion to report/reminisce
• Host a “Welcome to the City” party for alumnae/i who are new to the area
• Host a May Day party
• Organize a panel on traditions/memories featuring alumnae/i from many decades
• Have a winter event for area students and alumnae/i in early January
• Invite alumnae/i to speak about their area of expertise (the Alumnae Relations Office can help you find alumnae/i in your area knowledgeable on specific topics)
• Attend a local cultural event as a club
• Establish a book club
• Host an author’s luncheon
• Plan a GOLD (Graduates of the Last Decade) event
• Conduct a one-time (or ongoing) seminar on the care of aging parents, financial planning, women’s issues, or other hot topics
• Volunteer as a club at a local food pantry, shelter or literacy program
• Organize a tour for your group of local parks, museums, or historic neighborhoods
• Host a Lizard Party
• Create and deliver May Day baskets to alumnae 80 years or older
• Have a Lantern Night tea
• Have a summer send-off party for new students from your area
• Write a note to all accepted applicants from your region
• Organize brown bag lunches to meet working women’s schedules
• Organize career panels
• Create ways for Mawrters in the same field to connect (a dinner for medical professionals, lawyers, educators, comptrollers, etc.)

YOUR ALUMNAE RELATIONS STAFF MEMBER IS HERE TO SUPPORT YOU!

Cynthia Washington
Associate Director for Clubs and Regional Groups
cwashing@brynmawr.edu
610-526-5233
Family Leadership Council

The Family Leadership Council (FLC) is comprised of parents and family members of students/alumnae who annually support the College at the leadership level ($2500 and above).

Council members engage other parents in the life of the College, fundraise among their peers, and attend twice-yearly meetings. Throughout the year, Council members have opportunities to meet the President, members of the President’s cabinet, and become a Bryn Mawr insider.

ENGAGE PARENTS

>> Represent the FLC by welcoming parents at First-year Move-In Day and Family Weekend.
>> Write welcome notes to first-year parents.
>> Attend regional and campus events as appropriate and/or help with contacting parents, encouraging them to attend.

FUNDRAISE

>> Make a gift to The Bryn Mawr Fund of $2500 or more for membership in The Slade Society of leadership donors.
>> Encourage family giving at any level by making phone calls to fellow parents, asking them to support The Bryn Mawr Fund.
>> Work more closely with 5-10 families, as assigned, to encourage a Slade Society gift/recruit to join the FLC.
>> Thank parents who have made a gift to The Bryn Mawr Fund.
>> Help parent donors feel connected and engaged with the College.

MEETINGS

>> Attend Family Leadership Council meetings and conference calls—the first meeting over Family Weekend in the fall and the second during the spring semester.
>> Attend presentations by College administrators and provide them with a parents’ perspective.

QUESTIONS? CONTACT AMANDA CHUDNOW '03:

Amanda Chudnow '03
Director of Family Giving
achudnow@brynmawr.edu
610-526-5578
www.brynmawr.edu/family-giving
BRYN MAWR COLLEGE FAMILY LEADERSHIP COUNCIL 2017-2018

Arthi & Sanjay Kannambadi
Family Leadership Council Chairs
Princeton Junction, NJ
609/936-8292 (home)
arathi30@yahoo.com
sanjaydutta@yahoo.com
(Anisha Kannambadi ’18)

Carolynn Cooper & Pratap Mukharji
Family Leadership Council Vice Chairs
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pratap.mukharji@bain.com
(Mary-Elizabeth Mukharji Cooper ’19)

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raul.grable@btinternet.com
(Felicia Grable ’19)

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jschreck@msn.com
(Anne Schreck ’18)

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(Hannah Zamore ’19)

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cdoberstein@lifespan.org
(Connor Doberstein ’19)

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cgarner@garnernail.com
(Victoria Garner ’19)

Martha Obler Kohn
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mckohn@optonline.net
(Alex Kohn ’16)
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lasky@earthlink.net
(Emma Lasky ’18)

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steven.goto@hawadvocate.com
(Lauren Goto ’18)

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(Dylan Hoffman ’19)

Nancy Siegel & Daniel Holeman
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918/639-9292 (Daniel cell)
njsiegel@gmail.com
dan@holemanmediation.com
(Julia Holeman ’20)
DEVELOPMENT LINGO GLOSSARY:

**Appeal:** Appeals are the letters or emails sent by the Development Office to our donor base asking for financial support of the College. Letters are sent four times throughout the year (September, November, February, April). Emails are sent at EOCY and EOFY (see below). Once you make a gift in the fiscal year, you will stop receiving appeals. We do not send the September appeal to parents of first year students; we want them to get acclimated to Bryn Mawr first.

**Bequest:** The act of giving personal property or money, such as stocks, bonds, jewelry and cash, to an individual or organization through the provisions of a will or estate plan.

**The Bryn Mawr Fund (BMF)/Annual Fund:** An Annual Fund raises unrestricted gifts to be spent immediately on the College's most pressing needs. The money raised by this fund is used to balance the College's budget.

**Campaign:** A campaign is an intensive, organized fundraising initiative that secures philanthropic gifts (often millions) from individuals, foundations and corporations for a specific purpose or project, over a period of several years. Successful campaigns depend on the engagement of committed volunteers.

**Current and Past Parents:** Current Parents are those who have a daughter currently enrolled in Bryn Mawr's undergraduate college. Past Parents are those who have a daughter that is an alumna.

**Endowment:** This word is used to describe the accumulation of all endowment gifts that have been made to the College. The market value of Bryn Mawr's endowment was $810 million as of May 2016.

**Endowment Gift:** A fund that is made up of gifts and/or bequests that are subject to a requirement that the principal be maintained intact and invested to create a source of income for the College. Donors may set up an endowed gift to fund a specific interest. These gifts require that the principal remain intact in perpetuity, or for a defined period of time, or until sufficient assets have been accumulated to achieve a designated purpose.

**EOCY/EOFY:** End of Calendar Year and End of Fiscal Year. Some donors give based on the calendar year (Jan-Dec) because it matches the tax year. Other donors pay more attention to our fiscal year (the College's budgetary year, which runs from Jun-May). We often make targeted efforts towards EOCY/EOFY LYBUNTs and SYBUNTs in Dec/May.

**LYBUNT/SYBUNT:** LYBUNTs are those donors who gave Last Year But Unfortunately Not This Year. SYBUNTs are those donors who, over the last five years, have given Some Years But Unfortunately Not This Year.

**Planned Giving/Gift Planning:** This describes the process of giving stocks, bonds, or other assets to the College through the provisions of a will or estate plan.

**Remit:** Remits are gift forms enclosed in the mailing along with the appeal letter, and donors often use remits to send a gift back to the College. The BMF remit lists recent past giving and includes a suggested gift range. Donations can also be made online (www.brynmawr.edu/makeagift).
PARENTS REPORT OF GIFTS RECEIVED TO ANNUAL GIVING:
FY17 FINAL REPORT

June 1, 2015 to May 31, 2016

<table>
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<tr>
<th>Constituents</th>
<th>Parents Fund</th>
<th># of Donors</th>
<th>Solicited</th>
<th>%</th>
<th>BMF</th>
<th># of Donors</th>
<th>Solicited</th>
<th>%</th>
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<td>268</td>
<td>1,532</td>
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<td>410</td>
<td>1,668</td>
<td>25%</td>
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<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
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<tr>
<td>Other</td>
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<td>0</td>
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<td><strong>3,515</strong></td>
<td>22%</td>
<td><strong>$401,873</strong></td>
<td><strong>678</strong></td>
<td><strong>3,200</strong></td>
<td>21%</td>
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<td><strong>3,200</strong></td>
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GIFTS BY SIZE

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<th>Fiscal Year</th>
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<th>FY 2017 Donors</th>
<th>FY 2017 Dollars</th>
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<td><strong>Grand Total</strong></td>
<td>760</td>
<td><strong>$372,888</strong></td>
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<td>(82) (82) <strong>$28,985</strong></td>
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</table>
Reunion Planning Handbook

I. ALUMNAE/I RELATIONS CONTACT INFORMATION

As you embark on this journey making plans for your next Reunion, remember that we are here to assist you in any way that we can. Please call us any time with questions, and don’t forget to keep an eye on our website: https://www.brynmawr.edu/alumnae/i/events-and-programs/reunion for the latest information.

Alumnae/i Relations and Development
101 North Merion Avenue
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Phone: 610-526-5227 • Fax: 610-526-5229

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Millie Bond ’05
Director of Alumnae/i Relations
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mbond@brynmawr.edu

Carolyn Godfrey Wilson
Associate Director of Alumnae/i Engagement
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cgodfrey@brynmawr.edu

Cynthia Washington
Associate Director for Regional Engagement
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cwashing@brynmawr.edu

Tracy Ryan
Office Manager
610.526.5226
tryan@brynmawr.edu
II. REUNION 2018 WEEKEND AT A GLANCE  (Subject to change)

FRIDAY, JUNE 1, 2018
10 am  Registration and Dorms Open
12–1:30 pm  Welcome Lunch
1–5 pm  Trip to the Barnes Museum
5:30–6:30 pm  Opening Reception
6:30–8 pm  Dinner – Merion Green tents
9–10:30 pm  Reunion Step Sing

SATURDAY, JUNE 2, 2018
7–9:30 am  Breakfast
10–11 am  State of the College with President Cassidy
11 am–12:30 pm  Class Meetings
12:30–2:30 pm  Reunion Lunchtime Celebration
5:30–7 pm  Beer Garden
7 pm–8:30 pm  Dinner
8:30–10:30 pm  Dance Party

SUNDAY, JUNE 3, 2018
7–9 am  Breakfast
9:30–10 am  Parade of Classes
10–11 am  Annual Meeting of the Alumnae Association
11=11:30 am  Farewell Reception
12:30 pm  Dorms close

III. REUNION RESPONSIBILITIES

VOLUNTEER RESPONSIBILITIES

• Class communications
• Encouraging attendance through personal contact
• Content and format for class activity periods (designated in schedule)
• Hospitality Suite supplies and organization
• Mementos (optional)
• Reunion Books (optional)

ALUMNAE/I RELATIONS RESPONSIBILITIES

• Reunion schedule of events
• Meals, menus and catering
• Pricing (events and weekend packages)
• Space assignments (including class dorms, dorm rooms, all meal and activity locations)
• Registration & payment
• Event communications (Reunion website, Reunion mailers and email communications)
• Equipment (rentals, A/V, etc.)
IV. PLANNING OVERVIEW

>> Form Class Reunion Committee (one year prior to Reunion)
Recruit planning committee to work alongside Reunion Manager(s)
Attend Alumnae/i Volunteer Summit on the Bryn Mawr campus September 15-16

>> Assign committee member or subcommittees to manage the following, if needed:
Drafting of class letters and/or questionnaires
Hospitality Suite (food, memorabilia, photo exhibits, keepsakes)
Class Meeting (presentations, classmates’ letters, special guests)
Nominations for next slate of officers
Mementos (if desired)
Reunion Book (if desired)
Memorial Service (if desired)

>> Spread the word and encourage attendance
Class letters!
Personal phone calls, emails, and/or handwritten notes
Create or maintain class social media pages (Facebook, Google Group) and update with relevant information as it is confirmed
Organize a pre-reunion regional event in your area to get people together and excited
Form regional groups to contact classmates in key geographical areas
Coordinate with your class Bryn Mawr Fund chairs

>> Prepare for the Big Weekend
Once reunion registration is open (early April through mid-May), share details and registration instructions with your classmates
Shop and arrange for the hospitality suite set-up

>> During Reunion Weekend
Set up and look after hospitality suite
Greet classmates and guests upon arrival
Answer questions
Act as a liaison between your classmates and College staff

>> Follow-Up
Evaluate all aspects of Reunion and encourage classmates to fill out the Reunion Weekend Evaluation (available on the Alumnae/i Relations website after Reunion)
Turn over leadership to new class officers and act as a resource for future reunion planning
Send a post-Reunion letter to classmates with Reunion highlights or a full report (coordinate with Class Editor and President)
Accounts

Each class has its own account at the Alumnae/i Relations office to which class activities fees and memento earnings are credited. It is from this account that the class pays for its Reunion costs, such as the hospitality suite supplies, mementos, reunion book, and class-specific activities.

Since we do not charge class dues, the primary method of funding Reunion activities is through Reunion registrations. Accounts are settled after Reunion, when all bills and reimbursement requests have been filed, by the second quarter of the fiscal year (August). The amount remains earmarked for class activities in the Association’s budget, but does not accrue interest.

V. DETAILED PLANNING SCHEDULE

OCTOBER: FIRST WEEK

Reunion Managers and/or Class Presidents will draft a fall reunion letter to be sent to your classmates by the Alumnae/i Relations staff. This letter will be emailed to those with current email addresses in our database and mailed via USPS to your classmates who prefer paper (see attached sample letter in Appendix). The Alumnae/i Relations team will handle the processing and mailing of this letter. The purpose of the fall letter is to:

- Share dates of Reunion 2018, June 1-3
- Introduce reunion managers and committee
- Create interest in attending Reunion
- Gather suggestions for a class activities, mementos, and more
- Include Reunion Book information/survey (if applicable)

OCTOBER THROUGH DECEMBER

The fall months are when your committees should do the bulk of the planning for class activities, memento selection, hospitality suite preparations, and more. You may want to schedule a round of conference calls or in-person meetings for the reunion committee to review details and important decisions.

The Alumnae/i Relations staff is available to answer questions, provide guidance and support, and consult with you on whether ideas for class programs and activities can be accommodated.

JANUARY: FIRST WEEK

Finalize memento (if applicable). You can choose to use an outside vendor or work directly with the Bryn Mawr College Bookshop to create a special memento for your class. All memento orders made through the College Bookshop can be paid for directly from your class account, and will be tax exempt and receive a small discount. To work with the Bookshop, you should contact:

Jim Huang
Bookshop Director
jhuang2@brynmawr.edu
610-526-5323

Stephanie Fiscella
Assistant Director, College Bookshop
sfiscella@brynmawr.edu
610-526-5323
Please notify the Alumnae/i Relations staff if you plan to work with the Bookshop so that payment can be arranged.

**FEBRUARY: FIRST WEEK**

Submit all information to be included in the reunion schedule and registration to Alumnae/i Relations, including:

- Day, time, and all event description of requested class activities
- Memento description and prices

Please note that any information received after this deadline cannot be guaranteed space in the Reunion Schedule of Events.

**MARCH: FIRST WEEK**

Reunion Managers and/or Class Presidents send their second reunion letter to the Alumnae/i Relations office to be mailed to their class. This letter should:

- Provide more detailed information about reunion schedule and class-specific plans
- Share reunion registration dates and instructions
- Make a second request for biographical information for Reunion Book (if applicable)
- Provide information on class memento (if applicable)

**MARCH: SECOND WEEK**

Class Songmistresses should consult with the class officers and Reunion Committee to select the song the class will sing at Reunion Step Sing. All songs are chosen on a first-come first-serve basis. All class songs will be compiled into a Reunion songbook which will be distributed at Reunion.

**APRIL: FIRST WEEK**

Reunion registration will open online and via phone. Class reunion committees can notify their classmates by:

- Sending an additional class letter
- Sharing the registration link and details on class social media pages
- Personal phone calls, emails, and notes

**APRIL AND MAY**

Reunion Committees will receive a weekly communication from the Alumnae/i Relations staff with registration numbers and important updates. Reunion committees should continue to reach out to their classmates to encourage attendance and answer questions.

**REUNION WEEKEND, FRIDAY, JUNE 1**

Arrive on campus beginning at 8 am to begin setting up your hospitality suite. Greet classmates and guests throughout the day as they arrive on campus.

Reunion managers are meant to be the primary liaisons between the class and the College and should be well-informed on class-specific activities as well as the overall Reunion schedule.
**VI. CLASS MEETING AND ELECTION OF OFFICERS**

**ELECTIONS**

During Reunion Weekend all classes hold a meeting during which new officers are elected to serve through your next Reunion. As you know, these volunteers will play a key role in keeping your class connected over the years, so please start working together now to prepare your slate of nominees. For your reference, a sample election sheet and sample nominating procedures have been included in the appendix of this planning handbook.

**Please do not forget to record your election results and email the results to the Alumnae/i Relations Office at the conclusion of the class meeting!**

You can make this process easier by appointing a Nominating Chair or Committee in the months prior to Reunion to recruit and assemble a slate of officers to present at the Class Meeting.

**CLASS PROGRAM**

Some classes choose to organize a formal program, often during or following the class meeting. This can be in the form of a panel, round table, an outing, a discussion group with a facilitator or perhaps a speaker.

**Ideas for Class Meetings Programs**

- Displays of hobbies, paintings, publications, and photographs
- Reading of original poems or other works by classmates
- Singing
- Panel discussion
- Picture-taking
• Memorials honoring deceased class members
• Faculty members as a special guest
• Reading letters of absent classmates
• Lucky-number drawing for donated prize
• Skits or musical sketches
• Slides showing classmates and campus activities during college days
• Awards to classmates for “service above and beyond the call of duty”
• Discussion with alumnae/i children or grandchildren who are present BMC students
• Tapes or CDs of music from your era

VII. FACULTY AT REUNION

We encourage you to invite your favorite current and emeritus faculty members to be part of Reunion Weekend.

All classes may invite up to two faculty members and/or college administrators to attend a class meal throughout the weekend. The College will cover the cost of these two meals. If you have more than two faculty guests, the cost of the additional meals will be deducted from your class account. If you would like to invite a specific faculty member to be the guest of your class at a meal or event, please direct your request to the Alumnae/i Relations office, and the Alumnae/i Relations staff will facilitate the invitation.

You may want to designate an individual to contact the faculty member after the invitation has been extended, and to meet him or her at the event. Faculty members often feel lost at meals, so having a special “handler” or hostess for each one will help ease the pressure of attending as a class guest.

VIII. HOSPITALITY SUITES

The Hospitality Suite for your class will be located in your assigned dorm and should function as a gathering place for classmates, whether they are staying in the dorm or just visiting for an afternoon. The Alumnae/i Relations staff designates the most accessible common area (usually a living room) to serve as your class hospitality suite.

Officers are encouraged to set the space up as a type of “home base” where people can come and talk, get a cold drink, leave a message, or just wait for the next scheduled event.

PLANNING

Designate a person or small committee to be in charge of the Hospitality Suite. Some important questions that your committee may want to consider are:

• Will alcohol be purchased from class funds or will it be “BYO?”
• What type of food would your class expect to have in the hospitality suite? What type of things would your class enjoy? Maybe your class needs more healthful or dietetic snacks?
• Are there sufficient non-alcoholic alternatives?
• Will there be a lot of children present during the weekend? Should you plan for child-friendly activities or crafts?
• Do you have activities planned in the Hospitality Suite? When, how long, and what type of activity?
• Do you want to bring decorations, photo albums, yearbooks, or other things to personalize the space?
• How much time are you willing to invest in shopping for the weekend? Are you able to bring everything to campus on the Friday of Reunion? If not, is there a classmate willing to take over this responsibility?

SUPPLIES

The College provides some basic supplies in a “hospitality kit,” listed below. Please arrange to bring all other snacks, beverages, supplies, and decor. There are two supermarkets within a few miles of the College for purchasing and re-stocking supplies. The responsibility for setting up and maintaining the hospitality suite falls to the Reunion Manager(s) or to an appointed classmate. This individual will need to be responsible for:

• Purchasing the appropriate supplies for the Hospitality Suite
• Maintaining stock of necessary supplies
• Ensuring safety and cleanliness of the suite (e.g. coffee makers are switched off, spills are mopped up, etc.)
• Ensuring that there is a safe atmosphere for guests and children at all times. This includes providing non-alcoholic beverages throughout the weekend and keeping ice chests closed or off the floor.
• Most dorms have kitchenettes or tea pantries with refrigerators. You can plan to have access to a small refrigerator and freezer throughout the weekend.

HOSPITALITY KITS

The College will provide a hospitality kit of basics for each suite. All kits include:

Miscellaneous Items
• Coffee pot
• Ice chest (with ice delivery throughout the weekend, as needed)
• Cutting board
• Serrated knife
• Corkscrew / bottle opener
• Table cloth (disposable)
• Flashlight
• Doorstop
• Power strip
• Extension cord
• Scissors
• Pens
• Highlighter
• Permanent marker
• Tape
• 2 water pitchers
• 2 plastic bowls
• First aid kit
Food & Dining Items

- Coffee (regular and decaf)
- Tea
- Creamer
- Sugar
- Plastic Cutlery
- Paper products (plates, hot/cold cups, napkins)

At the end of the weekend, your student workers will collect all items from the kit and return it to the Alumnae/i Relations office. If any permanent item is not returned to the kit, its cost will be charged against your class account.

It also helps to think about the necessary components that you take for granted in your own home. Below are some additional items that you may want to think about.

- Mixed drinks require more than liquor and ice. You'll need juice or mix, possibly a blender or drink mixer, and if you want the appropriate glasses or a pitcher, those things will have to be brought in from home.
- Morning treats like fruit and bagels may require a cutting board and additional knives and a toaster. Please keep this in mind when purchasing food.
- Party snacks like cake, chips and dip, popcorn, pretzels, chocolate, and candy may require additional serving platters, bowls, and utensils.
- Decorating projects may require glue, staplers, or other arts and crafts supplies. It’s best to bring your own. The Alumnae/i Relations office cannot lend out these items.

Best Practices for a Successful Hospitality Suite

- Designate a person or committee to be responsible for the Hospitality Suite purchasing, set-up, and break-down (someone local with a car for shopping is essential).
- Make one person in charge of snacks, one of alcohol, one of decorations.
- Be specific about your budget and your expectations.
- Set a limit to how much money you would like to spend, given the other things that class money must pay for. Suggest that classmates bring their own alcohol or contribute snacks if the class account is tight.
- Ensure that there are ample non-alcoholic beverages and alternatives for both adults and children.
- Remember that you will be well-fed during Reunion! The Hospitality Suite is not the only place for food and drink. The food and drinks in the hospitality suite are intended as small supplements to the main reunion meals and to help bring people together socially.

REIMBURSEMENT AFTER REUNION

Be sure to keep and collect all original, itemized receipts for hospitality suite purchases. Compile all receipts, indicating what the items were used for, and turn them into the Alumnae/i Relations office for reimbursement at the end of the weekend. The cost of the suite will be charged against your class account, so be sure that you have an idea what your suite coordinators are spending. If you run a deficit, you’ll begin your next Reunion “in the hole.”
IX. STUDENT WORKERS

More than 70 students are employed by the College during Reunion Weekend and are staffed around the campus in a variety of jobs. All student workers will be dressed in a “Reunion Staff” t-shirt so they are easily identifiable and will be available to assist alumnae/i with all questions and requests.

Each class will be assigned two or three student workers, aka “class ambassadors,” for the weekend. They will assist your class with:

- Setting up the hospitality suite upon arrival on Friday morning
- Finding assigned dorm rooms and assisting with luggage
- Tending to the hospitality suite throughout the weekend (making coffee, snack preparation, decorating, and more)
- Arranging golf cart pick-up to and from the dorms to events
- Answering general questions and more!

Though we receive an overwhelming amount of positive feedback about our wonderful student workers, please do not tip them! Student workers are paid throughout the weekend by the College and are instructed not to accept tips. There will be “Student Appreciation” cards in each hospitality suite, on which you can express your thanks and gratitude for the work of your students.

X. MEMENTOS

Mementos are completely optional, and we encourage each reunion committee to decide early on in the Reunion planning process whether they would like to offer a memento to their class. Some popular memento items in the past have included:

- Tote Bags
- Umbrellas
- Coasters
- Keychains
- Drinkware (insulated coffee cups, water bottles)
- Scarves
- Hats
- Sunglasses
- Jewelry

You may elect to use your own vendor (such as Etsy, Amazon, or CustomInk) or you may work with the College Bookshop. The College Bookshop team has a vast catalog of items that may be of interest and can work with you to create a customized memento for your class.

Whether you work with the Bookshop or an outside vendor, please finalize all memento orders by early February to ensure delivery by Reunion weekend and inclusion in Reunion registration.

PURCHASING

The College is happy to facilitate memento orders on your behalf in order to avoid personal spending. Alternatively, class officers can place memento orders directly and submit the receipt for reimbursement. If you elect to have the Alumnae/i
Relations staff purchase the memento order for you, please connect us to your vendor and provide all necessary information for purchasing no later than the February deadline.

If you are placing the memento order on your own, please have all orders shipped directly to the Alumnae/i Relations office. All mementos will be distributed by the Alumnae/i Relations staff at the Reunion registration desk when people arrive to collect their registration materials.

COSTS

The list price of class mementos is at the discretion of your class committee, but we recommend that you keep the cost of your memento affordable. The average cost of Reunion mementos is between $5-25. Depending on the balance in your class account, you may choose to do one of the following:

- Charge full price for the memento and give classmates the option to purchase the item during Reunion registration.
- Subsidize a portion of the cost of each memento and give classmates the option to purchase the item during Reunion registration.
- Use your class account funds to cover the full cost of the mementos and distribute to all classmates who attend Reunion.

At the end of reunion registration, all memento purchases will be credited to your class account. If you have an excess of items that did not sell, the cost of these unsold items will be charged against your account.

XI. REUNION BOOK

Some classes elect to create “Reunion Books.” These books can take many forms, but most are a collection of updates, photos, and memories provided by your classmates. The books are meant as a keepsake for classmates and can be distributed before, during, or after Reunion weekend. The format of the book is at the Reunion Committee’s discretion.

Class committees are responsible for compiling all material, formatting and designing the book, printing/copying, and distribution. The expenses associated with the book can be billed to your class account. To avoid printing costs, some classes have chosen to make “digital” versions of the book that can be distributed on thumb drives or via email.

These books are optional and are not an expected part of Reunion. Be sure to inform the Alumnae/i Relations staff if your class is considering a Reunion Book.

GATHERING CONTENT

If your class is interested in creating a Reunion Book, you can send a request to your classmates for biographical information with your October letter (see sample bio sheet included in this planning handbook).

For best results, produce a response mechanism for your class. Queries, questionnaires, and surveys are all great ways to get classmates to share information about themselves. Mail a questionnaire and/or biographical sheet with instructions to your classmates with your first letter (October). If necessary, re-send the questionnaire with your second letter (February). Responses should be directed to the Reunion Manager(s) or a designated member of your reunion committee.

The designated member of your committee will compile the returns in a style of her choice. Some examples may include:

- Biographical sheets in alphabetical order and copied as submitted
- Statistics compiled from questionnaires
- Questionnaires printed as submitted
• Illustrations, graphics, poems, photos, etc.
• Memorial pages in honor of your deceased classmates

DISTRIBUTION OF THE REUNION BOOK

If you do create a Reunion book, most classmates who attend Reunion will want to receive a copy of the book. The Alumnae/i Relations office can provide an estimate of the number of attendees so that class officers can decide how many copies to create.

Reunion committees are responsible for the distribution of the book over Reunion and for taking book orders from those who do not attend. If desired, the Alumnae/i Relations office can mail copies to those that did not attend in the weeks following Reunion, though postage and handling of the mailed books will be deducted from your class account.

XII. CLASS ACCOUNTING AT REUNION

Each class has its own account with the College to which class activities, fees, and memento costs/earnings are credited. It is from this account that the class pays for many of its Reunion costs.

MONEY IN

Your class account is mainly funded from the attendance you get at your Reunion. A portion of each classmate’s registration fees is credited to your class account.

• If an attending alumna spends more than $200 to attend, your class account will receive $20.
• If an attending alumna spends between $100-$200, your class account will receive $15.
• If an attending alumna spends less than $100, your class account will receive $10.

Thus, the easiest way to grow your class account is to make sure your classmates are attending Reunion! For instance, if 50 classmates attend Reunion, you will have $500 at the very minimum to use for reunion expenditures such as hospitality suite food and beverages, Reunion book copying, and mementos.

MONEY OUT

Expenses incurred by class officers related to Reunion planning and Reunion Weekend activities are reimbursed from the class account. Accounts are settled after Reunion, when all bills and reimbursement requests have been filed, by the second quarter of the fiscal year (August). The amount remains earmarked for class activities in the Alumnae/i Relations’s budget, but does not accrue interest.

Reimbursements include, but are not limited to:

• Copying
• Postage
• Hospitality Suite expenses
• Class mementos
• Class events at Reunion

In order to receive reimbursements, you must submit original, itemized receipts with an explanation of all purchases and expenses to the Alumnae/i Relations offices. Reimbursements will be made via check and mailed directly from the Controller’s office at the College.
XIII. DORM ROOM ASSIGNMENTS

Bryn Mawr College’s Conference & Events department will make all dorm room assignments for Reunion Weekend. While Conferences & Events tries to group classes in the same dorm, all assignments are space permitting and based on receipt date (the date of registration).

Special room requests are fulfilled (when possible) in the following order: 1) medical or health condition; 2) keep small children with a parent; 3) maintain families in close contact; 4) all other requests (based on receipt date).

Attendees will receive their dorm assignments when they pick up their registration materials at the beginning of the weekend. Upon arrival at the dorm, class officers should greet classmates and make them feel welcome. Your student workers will be available to help show your classmates to their rooms.

All parking spaces on campus are available for alumnae/i throughout the weekend, except those marked off with cones, designated for the handicapped or Public Safety.

XIV. STEP SING

Under the guidance of the class songmistress, each class will be asked to select one song to sing during Reunion Step Sing. The 50th Reunion class will be allowed to select two songs in honor of their milestone Reunion. Once your class song has been decided, it should be submitted to the Alumnae/i Relations staff no later than the March deadline. All songs are reserved on a first-come first-serve basis, so if your class has a song they know they want to sing, please submit it early! All class songs will be compiled into a Reunion songbook which will be distributed at Reunion.

The Alumnae/i Relations office asks that all class songmistresses attend Reunion in order to lead their class in song during Step Sing. If your elected class songmistress is unable to attend Reunion, class officers should look to find a replacement songmistress who can fulfill this responsibility.

Step Sing will take place at 9:00pm on Friday, June 1. A rehearsal will be offered on Friday afternoon for practice and a program run-through. All songmistresses should plan to attend both the rehearsal and Step Sing.

The Alumnae/i Relations staff will also be searching for two songmistresses that would like to serve as head songmistresses for Reunion Step Sing. The two head Reunion songmistresses will run rehearsal on Friday afternoon and will help lead all the classes in the singing of “Sophias” and “Pallas Athena” at the beginning of Step Sing. Please let the Alumnae/i Relations staff know as soon as possible if you are interested in acting as a head songmistress.

During Step Sing, classes will be seated together in designated rows in front of Taylor. The 50th Reunion Class will sit on the Taylor Steps. In the event of rain, Step Sing will be moved indoors and the announcement will be made at dinner.

XV. COMMUNICATIONS

CLASS LETTERS

Reunion Managers are responsible for a minimum of two communications prior to Reunion: a fall letter due in mid-October and a spring letter due in mid-February.

The letters should be submitted electronically to the Alumnae/i Relations office by the deadline specified. The Alumnae/i Relations staff will prepare the letter for distribution and facilitate its mailing. The letters are emailed to all classmates with an active email address in our database and will be mailed via USPS to classmates without email.
Class letters will be proofed for content, and minor edits will be made when necessary. For samples of these letters, please see the appendix of this handbook.

CLASS LANDING PAGES

The College has launched individualized online landing pages for each alumnae/i class, which you can view at https://www.brynmawr.edu/alumnae/i/classes.

Your class landing page allows your classmates to find the following:

- A list of your class volunteers
- Hyperlinks to your class Facebook pages and other communications platforms (such as your class blog, if you have one)
- Important dates – like your next reunion!
- Link to submit class notes
- Link to giving information
- Archived copies of class letters (including your reunion letters)

We ask that class officers review their class landing page to ensure the accuracy of volunteers, links, and other important information. If you have a Facebook page or class blog that you wish to link to, please be sure to send the Alumnae/i Relations staff the appropriate URL addresses.

XVI. COST TO ATTEND REUNION

Over the last few years, the College has restructured the cost of reunion to give alumnae/i and guests more flexibility. With the new pricing structure, we now offer discounted full-weekend packages along with a variety of a la carte options to give you more control over which events you would like to attend. Pricing varies by class depending on special class activities and meals.

In 2017, the approximate cost for one adult to purchase the full weekend package, which included all events, meals, and two nights of on-campus housing was $350. Additionally, a la carte options were available ranging from $20-$100 per adult.

Pricing for Reunion 2018 will not be finalized until the spring. All reunion managers will receive advance notice of pricing and the full pricing grid will be posted on the Reunion website.
APPENDIX

SAMPLE FALL REUNION LETTER

October 2015

Dear Classmates,

We've just returned from Volunteer Summit on campus, a day of learning what's happening at Bryn Mawr and – can you believe it? - starting to plan our 45th Reunion, May 27-29. There's so much to see and hear. At dinner, we were caught up in the enthusiasm of our dynamic college President, Kim Cassidy, and inspired by students who spoke of their growth through internships. A beautiful “New Dorm” now stands in the place of Haffner, and connects to the Enid Cook ’31 Center, a combined residence and Black Cultural Center. Plan now to join us in May to see the campus we remember, reconnect with longstanding friends, and thrill to all that's new and exciting. When we were students, college was an amazing set of experiences in education and life. Just imagine what Bryn Mawr is doing for the young women of today! Get a little bit of the flavor from the Night Owls’ a cappella welcome to the Class of 2019:

http://www.youtube.com/watch?v=ieUPpC1h%2Sl&sns=em

Seven of our class met to brainstorm ideas for events and programs for Reunion. You’ll be hearing more about that in future communications. The best way to stay in touch and make your voice heard is through our BMC 71 Facebook page:

https://www.facebook.com/groups/228666557143796/. Once on the page, click the Join tab to join. If you’re not yet on Facebook, open an account, then ask to join the Group.

One very serious issue requires your response. Word has reached us that nobody can sing our class song, Scarborough Fair. We've tried, oh, how we've tried. But as the years go on, the multipart harmony moves further out of our reach. Whether or not you come to Reunion, go here: bit.ly/1LLN9G6 to help us pick a new song that reflects who we are and that we can actually sing!

We do hope, though, that you'll come to Reunion. We all have different reasons. Maybe we want to remember those amazing days and our college friends. Maybe we want to see some of our Haverford ’71 friends again – they’re reuniting at the same time! Maybe we want to revisit our own development through the lens of who we are now. And maybe we want to discover new relationships with different people, ones we weren’t close to back then.

Do remember to send your news for the Alumnae Bulletin to [insert name] at [insert email]. The deadline for the April issue is February 16.

Fifty-five of us came to our 40th—let's keep up the momentum. Who says the 45th is an off-year? Prove them wrong—mark your calendars, see the video, join the BMC 71 Group, vote on the song, send your news. We can't wait to see you in May.

Warm regards,

[insert name(s)]
Dear 2006 Classmates,

As we write this letter, we’re still riding the high of seeing our Facebook feeds turn into a blur of flowers, lizards, and warm, fuzzy feelings. Although the tradition has changed, the essence remains the same. It reminds us why we chose Bryn Mawr and ultimately found a home within its beautiful walls and among its amazing students.

We have all changed as well, but our essence also remains the same. We are still the same people who found life-long friends and kindred spirits at Bryn Mawr, spent sleepless nights working on lab reports and papers, and (sometimes) wondered whether it was all worth it. We know now that we received so many gifts from Bryn Mawr—more than we could have ever imagined at the time—and that we could not have gotten through it without our classmates lending a helping hand, a comforting shoulder, or a well-timed “anass.”

We are writing because we need you. We need your energy, your support, your presence. Our 10-year reunion is this May. (10 years, wow!) We want to hear about everything you’ve done, catch up over a glass of wine in the dorm hallway, and hold our lanterns high with you during “Good Night” at Step Sing. Simply put: Reunion won’t be same without you.

Ok, you got me—just tell me where to be and when:

**Dates:** Memorial Day Weekend—Friday, May 27 at 10a.m. to Sunday, May 29 at 12:30 p.m.

**Registration:** Opens April 4th and can be accessed on the Bryn Mawr Alumnae website.

**Price:** Pricing ranges from around $50 for the Friday afternoon events to $360 for the entire weekend. The complete price list will be available on the website March 1.

**Lodging:** Our class will be staying in AIR-CONDITIONED Merion, but there are also hotels available. Local alums and those who are staying with friends or family can join all of the festivities without staying on campus.

**Refreshments:** We’ll have a class hospitality room stocked with the basics, but everyone is encouraged to contribute if the spirit moves them; all drinks, snacks, and owl-shaped baked goods are welcome! More information will be provided as details firm up.

**Gift:** Because this is our reunion year, our class gift will be announced via a printed booklet circulated on the Sunday of Reunion. Even if you’re unable to attend, please show your support by giving. Our class goal is to have a giving rate of over a third; we’ll make it with your participation!

**Swag:** Your Reunion Committee has chosen to offer Class of 2006 tote bags in commemoration of our ten-years as alumnae/i. You’ll be able to purchase one during online registration and pick it up when you sign in at the Campus Center. If you can’t attend, but also can’t live without a gorgeous Class of 2006 bag, never fear; we’ll be sending out a message for that soon.

This year, there will be a focus on career advising and welcoming members of affinity groups (independent of class year). The affinity groups participating this year are: Athletes, Golden Sages, GSSWSR, LGBTQIA, Listerines (email list-serve members), McBrides, Posse, and Women of Color. So, bring your career questions and, if you’ve got friends from other class years who are members of any of these affinity groups, definitely encourage them to attend!

Moreover, the Alumnae/i Association has worked hard to make the Reunion experience comfortable and tailored to us, the alumnae/i. If you can, come join us the whole time. If your schedule or budget won’t allow for the whole weekend, come
join us for as much as you can. There are event packages and à la carte options, so you only pay for the events that you attend. Want to bring the significant other? Fabulous—others will be there as well. Want to bring your kids? Also fab—there will be childcare available at the Phebe Anna Thorne School for children ages 4 to 12 or bring them along to events.

Pictures

We’re collecting pictures from our class’s five-year reunion as well as our time at Bryn Mawr. You can see what we’ve collected so far on our Google photo page. Please consider digging out your old photos and contributing to the collection by uploading photos to the album.

Finally, we encourage you to check out the Reunion schedule and don’t hesitate to contact us, your Reunion Committee, or the Alumnae/i Association with any questions.*

Your loving Reunion Planning Team:

[insert committee member names]

*It’s all fair game. This is the first reunion for several of us, and we had some super basic questions at the beginning of this planning process.
SAMPLE REUNION QUESTIONNAIRE

Dear Class of ’76,

Reunion is fast approaching - almost as quickly as the last 40 years have gone by! We all have stories to tell, and we are all eager to hear what our friends of old have been up to over the years and decades (!) Those of us who have come to past Reunions know that the joy and recognition of sharing our life experiences, good and bad, is a kind of community high.

We hope so much that you will be able to come to Reunion this year. But whether or not you come, please do write your own story to share with us all. Attached is a questionnaire with some basic questions, but there’s no obligation to use them or that format. We will put together a booklet with all responses, and send it out via email to everyone ahead of Reunion.

Please email your responses to [insert name] at [insert email], or mail a hard copy to [insert address], no later than May 10, 2016.

Warmly,

[insert name(s)]

REUNION QUESTIONNAIRE 2016

Name: __________________________________________ Address: __________________________________________

Phone Numbers: ___________________________ E-mail: ___________________________

What have you been doing since graduation? Please include job/s, education, volunteer activities, political work, family, or any other interesting things you do:

What has been your most life-changing experience since graduation?

If the person you were when you left Bryn Mawr were to meet your current self, what would surprise her the most?
SAMPLE CLASS OFFICER NOMINATING PROCEDURE

Elected Positions:

**Class President**
Class President is the representative of the class to the College, including the Alumnae/i Relations and Development. The Class President leads your class and should hold at least one meeting a year with the Class Officers (it can be by phone). The President writes an annual letter and appoints alumnae/i to new or vacant positions as needed. The President must attend Alumnae/i Volunteer Summit at Bryn Mawr College in the fall before a reunion year or as stipulated by the Executive Board of the Alumnae/i Relations.

**Reunion Manager(s)**
The Reunion Manager serves as the liaison between the Alumnae/i Relations and the class for the purpose of Reunion Planning. The Reunion Manager will lead the class Reunion Committee (to be created in the year before Reunion) to organize an engagement plan for Reunion and plan reunion activities. The Reunion Manager must attend Alumnae/i Volunteer Summit at Bryn Mawr College in the fall before a reunion year or as stipulated by the Executive Board of the Alumnae/i Relations.

**Class Notes Editor**
The Class Notes Editor collects news from classmates and writes a bi-annual class notes column for the Alumnae/i Bulletin quarterly magazine. The Class Notes Editor works closely with the Communications department.

**Songmistress**
The Songmistress preserves class songs, writes new ones when necessary for Reunion and leads class at Reunion Step Sings (must attend next Reunion).

**Communications Manager**
The Communications Manager is in charge of all class communications with the exception of the Annual letter, which is written by the President, and the reunion letters, which are written by the Reunion Managers during a reunion year. This includes sending emails about class events or updates and managing a class Facebook page or website.

**Bryn Mawr Fund Chair**
The Class Chair encourages classmates to support Bryn Mawr annually. Responsibilities include written correspondence and personal outreach, as well as thanking donors and reaching out to disengaged classmates. The Class Chair works closely with the Bryn Mawr Fund Office.

**Goal**
To elect class officers during Reunion Weekend who are willing to serve, are representative of the entire class, and are the best possible persons for each job.

Suggested procedure:

1. The Class President appoints a nominating committee or chair. Committee members should have broad knowledge of their classmates.
2. The Nominating Committee has the option of contacting current class officers to see if they wish to continue in their positions. Since it’s best to involve as many classmates as possible, the Committee may decide to turn over all (or a majority) of the positions. Once it is determined what offices need to be filled, the members meet in person or by phone to nominate classmates for the jobs. These classmates are then called to see if they are willing to serve. The Committee may solicit volunteers or suggestions from the class.
3. The slate is presented at the Class Meeting during Reunion Weekend. At this point, members may nominate classmates from the floor.

Note: The procedure described above has been used in previous years and has worked well.

**SAMPLE CLASS ELECTION SHEET**

<table>
<thead>
<tr>
<th>Class Officer Elections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reunion 2017</td>
</tr>
</tbody>
</table>

Election Results for the Class of
(All class officers serve until next election during Reunion 2022)

**Positions may be shared**

- President(s):
- Class Editor(s):
- Reunion Manager(s) for Reunion 2022:
- Songmistress(es):
- Communications Manager(s):
- Bryn Mawr Fund Chair(s)

*Please hand this completed form to the student worker attending your Class Meeting*
The Taylor Society and Gift Planning Volunteers

THE TAYLOR SOCIETY

All alumnae and friends have the opportunity to support the next generation of bright young women at Bryn Mawr through their participation in The Taylor Society. The Society honors and recognizes alumnae/i and friends who have created a future gift to the College by establishing gifts through their wills and arranging other gifts including gift annuities and charitable trusts. There are currently 674 members of The Taylor Society.

In the past 10 years alone, deferred gifts in the form of bequests received by the College and new life-income gifts contributed more than $100 million. To date, in the Defy Expectation Campaign, planned gifts have already contributed more than $50 million.

Learn more about The Taylor Society at http://giftplanning.brynmawr.edu/taylor-society.

GIFT PLANNING VOLUNTEERS

Taylor Society volunteers are members of The Taylor Society who serve as class representatives for milestone reunions. They work with the professional staff in the Office of Gift Planning to promote the many ways to give to the College through planned giving.

Learn more about gift planning at http://giftplanning.brynmawr.edu.