Dear Volunteers,

Welcome to Alumnae Volunteer Summit 2018 and thank you for your hard work and commitment to Bryn Mawr! Whether you are a new or returning volunteer, your support is invaluable. In fact, we have a number of reasons to celebrate because of your commitment to the College.

For the second year in a row, you helped to raise a record-breaking amount for The Bryn Mawr Fund, totaling $6.46 million. Those dollars directly impact Bryn Mawr’s innovative curriculum, scholarships, internships, library resources, and so much more.

In addition to The Bryn Mawr Fund’s success, the Defy Expectation Campaign surpassed the $200 million mark before the close of fiscal year 2018, putting us solidly on the path to our minimum $250 million goal.

You made these successes possible. Analysis from peer institutions shows that active volunteer programs such as Bryn Mawr’s not only keep alumnae/i more engaged in multiple ways with their institutions, including club events and reunions, but also significantly increase alumnae/i giving rates. Again, thank you!

Now, we ask you to continue your outstanding volunteer work. We must take the momentum from the past two years 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.

My Alumnae/i Relations and Development colleagues and I deeply appreciate everything you do, and we look forward to seeing you throughout the weekend.

Sincerely,

Robert A. Miller
Chief Alumnae/i Relations and Development Officer
STAFF CONTACTS FOR VOLUNTEERS

ADMISSIONS:
Call: 610-526-7877
Visit: www.brynmawr.edu/alumnae/get-involved/alumnae-admissions-representatives/contact-us

ALUMNAE/I RELATIONS AND DEVELOPMENT:
Call: 610-526-5121
Visit: www.brynmawr.edu/giving/contact-us

  • Alumnae/i Relations
    o Call: 610-526-5226
    o Visit: www.brynmawr.edu/alumnae/alumnae-relations-staff

  • Gift Planning
    o Call: 610-526-6597
    o Visit: giftplanning.brynmawr.edu/forms/contact-us

  • The Bryn Mawr Fund
    o Call: 610-526-5127
    o Visit: www.brynmawr.edu/giving/bryn-mawr-fund-staff

LILAC:
Call: 610-526-6523
Visit: www.brynmawr.edu/lilac/lilac-faculty-and-staff
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**
Through the generosity of our alumnae/i, families, and friends, the Campaign surpassed $212 million as of August 2018.

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

**OUR WEBSITE**
www.brynmawr.edu/giving

**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
Linda D. Friedrich ’89, Chair, The Bryn Mawr Fund
Arlene Gibson ’65, former CEC member, Trustee Emeritus
Kierstin M. Gray ’01
Cheryl R. Holland ’80, Trustee
Eileen P. Kavanagh ’75, Trustee
Karen E. Kerr ’89, Former Trustee
Jeffrey I. Kohn P’16, Trustee
Alexandra Kaufmann Kosslyn ’04
Randolph M. Nelson, Former Trustee
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 LAUNCH EVENTS (TO DATE)**
Save the date for the following Campaign celebrations with President Kim Cassidy:
Minneapolis, Tuesday, October 16, 2018
Philadelphia, Thursday, November 8, 2018

Past events have included:
New York City, October 2016 (New York Historical Society)
Boston, November 2016 (Museum of Fine Arts)
Washington DC, December 2016 (Library of Congress)
London, February 2017 (Parliament)
Chicago, April 2017 (Spiaggia)
Los Angeles, June 2017 (Petersen Automotive Museum)
San Francisco, June 2017 (SFMOMA)
Hong Kong, June 2017 (Asia Society)
Maine, August 2017 (Hosted by Stephanie Brown ’75)
Greenwich, CT, November 2017 (Hosted by Rachel Khanna ’93 and Jaideep Khanna)
Orlando, FL, February 2018 (Hosted by Heather Thompson ’92)
Palm Beach, FL, February 2019 (Hosted by Ann Lutes Johnson ’58)
Portland, OR, March 2018 (Hosted by Susan Beckert Bock ’90, with wine generously provided by Wynne Peterson-Nedry ’02)
Seattle, WA, March 2018 (The Seattle Art Museum’s Olympic Sculpture Park. Space generously provided by Margaret Breen ’82)
Pittsburgh, PA, April 2018 (Hosted by Jo Ellen Parker ’75 and Betsy Havens Watkins ’61)

DEFY’S GOALS AND IMPACT TO DATE

For Our Students—to help bring the best and brightest to Bryn Mawr without regard for financial need, and to sustain excellence in their academic and extracurricular lives while they attend.

To date, The Campaign has allowed the College to:
• Continue to meet 100% of demonstrated financial need for students, spending an average of $29 million on financial aid each year with an increase of 31% since the Campaign began;
• Establish 60 new endowed scholarships;
• Establish the Leadership, Innovation, and Liberal Arts Center through a generous $10 million gift from two anonymous donors. Their challenge led to leadership gifts in support of LILAC programming such as personal and professional workshops, robust alumnae/i engagement and networking opportunities, a new Leadership Learning Lab, and much more;
• Fund more than 800 summer internships at places like the U.S. Department of State, Feminist Majority Foundation, Nanjing Museum in China, and the Woodstock Farm Sanctuary, among others;
• Pilot student programs, such as the THRIVE seminar for first-years as they adjust to college life and navigate all aspects of well-being;
• Support new technology such as in the Digital Media and Collaboration Lab;
• Piloting 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).

For Our Faculty—Our goal is 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.

To date, we have:
• Endowed six faculty positions, including one in Environmental Science and two that are internationally oriented;
• Endowed funds in support of faculty research, such as the new International Initiatives grant program;
• Provided Curriculum Innovation funds to support new technologies and pedagogies. The development of the 360° Course Clusters is just one example;
• Provided funding for more than 50% of Bryn Mawr science majors for Summer

BRYN MAWR COLLEGE
Science Fellowships to engage in original research with a faculty mentor;
• Secured a $1.3 million grant from The Pew Charitable Trusts to support programs for
the academic, professional, and personal development of undergraduates;
• Established new majors in Environmental Studies, International Studies, and
Biochemistry and Molecular Biology and new minors in Health Studies
and Museum Studies.

For Our Campus—Defy Expectation has contributed to the following capital projects,
helping to authentically maintain our historic landmarks while providing the resources
of a 21st-Century campus:
• The renovation of Park Science Center (special thanks to those who gave to the
"Nucleus Fund" to jumpstart the project);
• The cost of renewal and renovation of our many historic buildings throughout the
Campaign so far has exceeded $66 million;
• The construction of a new, yet-to-be-named dormitory with 101 single rooms and
the Enid Cook ’31 Center, a residential space that also houses the Black Cultural
Center (formerly in Perry House);
• The creation of Perry Garden on the site of the former Perry House;
• The establishment of our new Digital Media and Collaboration Lab, equipped with
state-of-the-art technology and assets for collaborative learning.

For The Bryn Mawr Fund—Every day, every year, helping every student to defy
expectation. To date, gifts to The Campaign via The Bryn Mawr Fund have:
• Reached more than $40 million;
• Grown the Fund by more than 21% since the beginning of the Campaign;
• Added more than $5 million on average each year to the College's annual budget;
• Provided support equivalent to more than $118+ million in the College's
endowment;
• See section 4 of this binder to learn more about The Bryn Mawr Fund.

For 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.
Just as the financial goal for our Campaign is critical, so too is this goal of pride.

To that end, we are taking every opportunity to celebrate our alumnae/i community.
One such initiative is Project Mawrter, a series of social media contests, story-sharing
opportunities, and a Mawrch Madness competition—all designed to highlight
everything that makes Bryn Mawr unique and special.

THERE'S MORE TO BE DONE

Together, we have accomplished so much. There's more to be done:
• Complete the renovation of Park Science Center;
• Build a new Student Life and Wellness Center;
• Continue to increase the number of endowed scholarships and support
for financial aid;
• Endow more internships and summer science research opportunities;
• Support more curricular innovation and faculty research funds;
• Continue to build and maintain a robust Bryn Mawr Fund;
• Celebrate the Bryn Mawr community and shine a light on what makes the Bryn
Mawr experience so special.
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 next class of Mawrters! For more information and resources, visit our AAR webpages at 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.

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.
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*

The College relies on the generosity of its loyal alumnae/i to keep Bryn Mawr financially strong, and each year alumnae/i support to 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 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, 2018 to May 31, 2019), The Bryn Mawr Fund must raise $6 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 accounts for a substantial percentage of the overall Campaign and must increase in both dollars and donors each year. Giving every year is critical for Bryn Mawr 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%

**Alumnae/i Participation:**

Although total dollars raised increased last fiscal year, alumnae giving 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.

Alumnae giving participation includes all gifts made within the College’s fiscal year to any fund. The College’s fiscal year runs from June 1–May 31 each year.

<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>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>5359</td>
<td>38%</td>
<td>$4,895,243</td>
<td>$5,950,667</td>
</tr>
<tr>
<td>2008</td>
<td>5306</td>
<td>37%</td>
<td>$4,965,892</td>
<td>$5,683,340</td>
</tr>
<tr>
<td>2009</td>
<td>5510</td>
<td>37%</td>
<td>$4,208,650</td>
<td>$4,921,912</td>
</tr>
<tr>
<td>2010</td>
<td>5512</td>
<td>37%</td>
<td>$4,426,574</td>
<td>$5,061,926</td>
</tr>
<tr>
<td>2011</td>
<td>5346</td>
<td>41%</td>
<td>$4,541,674</td>
<td>$5,242,262</td>
</tr>
<tr>
<td>2012</td>
<td>5322</td>
<td>38%</td>
<td>$4,524,924</td>
<td>$5,232,044</td>
</tr>
<tr>
<td>2013</td>
<td>5195</td>
<td>37%</td>
<td>$4,561,888</td>
<td>$5,170,608</td>
</tr>
<tr>
<td>2014</td>
<td>5043</td>
<td>37%</td>
<td>$4,393,224</td>
<td>$5,406,053</td>
</tr>
<tr>
<td>2015</td>
<td>5249</td>
<td>38%</td>
<td>$4,609,298</td>
<td>$5,374,867</td>
</tr>
<tr>
<td>2016</td>
<td>5011</td>
<td>35%</td>
<td>$4,652,233</td>
<td>$5,377,799</td>
</tr>
<tr>
<td>2017</td>
<td>4910</td>
<td>34%</td>
<td>$5,518,301</td>
<td>$6,333,164</td>
</tr>
<tr>
<td>2018</td>
<td>4686</td>
<td>32%</td>
<td>$5,364,319</td>
<td>$6,463,008</td>
</tr>
</tbody>
</table>

**Consecutive giving is essential to growing alumnae participation.** Although fundraising dollars hit a record-breaking high in FY18, 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 FY18, 729 GOLD donors made a gift to the College, representing nearly 25% of GOLD alumnae.

GOLD ALUMNAE/I ANNUAL GIVING PARTICIPATION PEER COMPARISON FY17

- Wellesley: 49%
- Haverford: 41%
- Swarthmore: 36%
- Bryn Mawr: 34%
- Mt. Holyoke: 33%
- Smith: 33%
- Vassar: 27%
- Barnard: 25%

- Haverford: 38%
- Wellesley: 34%
- Swarthmore: 32%
- Bryn Mawr: 25%
- Smith: 18%
- Barnard: 18%
- Mt. Holyoke: 16%
- Vassar: 14%
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 every year
- 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.

For more info, visit www.brynmawr.edu/alumnae/volunteer-opportunities-and-resources.

“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 mid-September
» 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 mid-November
» 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 mid-February

March
» BMF solicitation follow-up emails

April
» Solicitation #4 will be mailed mid-April
» 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 every year.

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 FY18, 729 GOLD donors made a gift to the College, representing nearly 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. GOLD month takes place every October and is an excellent time to encourage GOLD giving and participation.

Please see the Affinity program section for more GOLD engagement opportunities.

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 XXXXXX.
   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 give to any fund 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

**FY18 REUNION CLASS GIFT TOTALS**

<table>
<thead>
<tr>
<th>Reunion Year 2018</th>
<th>Grand Reunion Total</th>
<th>BMF 2018</th>
<th>2018 Class Giving Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>$19,004</td>
<td>$5,422</td>
<td>29%</td>
</tr>
<tr>
<td>10th</td>
<td>$67,370</td>
<td>$13,854</td>
<td>32%</td>
</tr>
<tr>
<td>15th</td>
<td>$174,069</td>
<td>$21,226</td>
<td>26%</td>
</tr>
<tr>
<td>20th</td>
<td>$359,019</td>
<td>$37,995</td>
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<td>$582,683</td>
<td>$60,818</td>
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</tr>
<tr>
<td>30th</td>
<td>$1,130,178</td>
<td>$139,835</td>
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<td>35th</td>
<td>$391,822</td>
<td>$49,868</td>
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<tr>
<td>40th</td>
<td>$454,420</td>
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<tr>
<td>45th</td>
<td>$577,048</td>
<td>$94,806</td>
<td>44%</td>
</tr>
<tr>
<td>50th</td>
<td>$1,144,632</td>
<td>$362,913</td>
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<td>55th</td>
<td>$1,878,668</td>
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</tr>
<tr>
<td>70th</td>
<td>$165,872</td>
<td>$19,660</td>
<td>44%</td>
</tr>
</tbody>
</table>
TIPS ON SOLICITING CLASSMATES FROM SEASONED VOLUNTEERS

» Do your “homework” before contacting your assignments. Review the information on the Class Giving Detail Report found in your online volunteer reports.

» 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. Bryn Mawr ranked #2 among the Best U.S. Colleges for International Students in Forbes. Bryn Mawr also ranked #5 among the Best Women’s Colleges in America by Niche.
EXPLORE THE MANY WAYS TO MAKE A GIFT

GIFTS OF CASH:
Immediate impact and maximum charitable deduction. Cash gifts can be made online, via mail or by phone at one time or through monthly giving in affordable installments.

GIFTS OF APPRECIATED SECURITIES:
Receive a charitable deduction and avoid capital gains taxes.

IRA CHARITABLE ROLLOVER GIFTS:
If you are 70 ½ and older, offset taxes on required IRA distributions. The IRA charitable rollover is now permanent!

MATCHING GIFTS:
Increase the impact of your gift.
Find out if your employer matches gifts at www.brynmawr.edu/giving/matching-gifts.

DONOR ADVISED FUND OR FAMILY FOUNDATION:
Recommend or direct gifts to Bryn Mawr.

CHARITABLE GIFT ANNUITY:
Receive a fixed stream of income for life and an immediate tax deduction. Annuity Rates increased on July 1, 2018!

<table>
<thead>
<tr>
<th>Age 65</th>
<th>Age 70</th>
<th>Age 75</th>
<th>Age 80</th>
<th>Age 85</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1%</td>
<td>5.6%</td>
<td>6.2%</td>
<td>7.3%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

CHARITABLE TRUST:
Transfer cash or stock to establish a charitable trust to provide income for life and receive a charitable deduction.

REAL ESTATE GIFTS:
Leverage a significant asset for your benefit and for the College. Receive a charitable deduction and avoid capital gains taxes.

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.

WIREs
For U.S. or international wire transfer instructions, please call 610-526-7380.

QUESTIONS? VISIT WWW.BRYNMAWR.EDU/GIVING/HOW-GIVE-WHAT-GIVE OR CONTACT:

Mary DiMarino  
Director of Annual Giving  
mdimarino@brynmawr.edu  
610-526-5123

Dianne C. Johnson  
Director of Gift Planning  
djohnson@brynmawr.edu  
610-526-6589
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. Nearly 4,000 donors are now Archways members who collectively contributed over $5.5 million to The Bryn Mawr Fund and $23.7 million to all funds in FY18. 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 2018-May 2019 (12 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>10</td>
<td>$1,000</td>
<td>$83.34</td>
</tr>
<tr>
<td>2010</td>
<td>9</td>
<td>$900</td>
<td>$75</td>
</tr>
<tr>
<td>2011</td>
<td>8</td>
<td>$800</td>
<td>$66.67</td>
</tr>
<tr>
<td>2012</td>
<td>7</td>
<td>$700</td>
<td>$58.34</td>
</tr>
<tr>
<td>2013</td>
<td>6</td>
<td>$600</td>
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<tr>
<td>2014</td>
<td>5</td>
<td>$500</td>
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<tr>
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<td>4</td>
<td>$400</td>
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<tr>
<td>2016</td>
<td>3</td>
<td>$300</td>
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<tr>
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<td>2</td>
<td>$200</td>
<td>$16.67</td>
</tr>
<tr>
<td>2018</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. Bryn Mawr Fund Scholarships and Internships, Merion Scholarships, and Presidential Priority Fund opportunities are great ways for a donor to have a more direct impact in the life of a current student. For more information, contact Mary DiMarino at 610-526-5123.

“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*
THE TAYLOR SOCIETY

All alumnae/i 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 Taylor Society honors and recognizes alumnae/i and friends who have created a future gift to the College by establishing bequests through their wills, designating Bryn Mawr as a charitable beneficiary on their retirement accounts, and arranging other gifts such as charitable gift annuities and trusts. There are currently 660 members of The Taylor Society.

In the Defy Expectation Campaign, members of The Taylor Society have contributed close to $70 million.

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

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 owl and your class year (lower case, no space)**
  - Example: owl1968

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

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.

Mary DiMarino
Director of Annual Giving
(50th & 60th Reunions)
mdimarino@brynmawr.edu
610-526-5123

Christie Kenney
Associate Director of Annual Giving
(15th, 20th, 25th, 30th, 35th, 40th, & 45th Reunions)
ckenney@brynmawr.edu
610-526-7553

Diane McLaughlin
Annual Giving Volunteer Fundraising Manager
(55th, 65th, & 70th Reunions & Non-reunion classes)
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610-526-7396

Taylor Milne ’17
Assistant Director of Annual Giving
(5th & 10th Reunions)
tmilne@brynmawr.edu
610-526-5299
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 2018–2019

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Family Leadership Council Vice Chairs
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carolynncooper1@bellsouth.net
pratap.mukharji@bain.com
(Mary-Elizabeth Mukharji Cooper ’19)

Andra Armstrong and Noah Brown
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301-263-0128 (home)
aharmstrong@yahoo.com
noark@comcast.net
(Sophia Elizabeth Brown ’19)

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cbentlif@yahoo.com
rsgyenge@yahoo.com
(Sydney Katherine Gyenge ’21)

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(Felicia Grable ’19)

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cgarner@garnernail.com
(Victoria Garner ’19)

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(Emily George ’21)

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mckohn@optonline.net
(Alex Kohn ’16)
Parents of Alumnae/i Representative

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(Lauren Phillips ’19)

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(Emma Pinsky ’20)

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(Nora Roemer ’21)

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(Dylan Hoffman ’19)

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(Margaret Sharon ’21)

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(Anna West ’21)
Working with Clubs, Ambassadors, and Regional Groups: A Quick Reference Guide

The Bryn Mawr College alumnae/i community is fortunate to have a multitude of regional Clubs across the U.S. and around the globe. They act as conduits between the alumnae/i community and the College, and facilitate networks of alumnae/i in both professional and personal pursuits.

As an alumnae/i 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!

Following is some general information about Clubs, ambassadors, and regional groups. For more information, please do not hesitate to contact staff and/or the Alumnae Association Executive Board’s (AAEB) Representative for Clubs. Our contact information is found at the end of this document.

ORGANIZATIONAL MODELS

The Alumnae Relations Office has established four models for engaging alumnae/i regionally: formal Clubs, informal Clubs, the Ambassador Program, and Regional Groups. Each model has a different degree of formality in its structure and activities. These groups are run by alumnae/i volunteers and reflect Bryn Mawr’s core values of education, community, and service.

FORMAL CLUBS

Formal Clubs meet two or more of the following criteria:
- Are run by elected officers (i.e., President, Treasurer, Membership Chair, Communications, Nominating Committee, etc.)
- Are governed by a set of official bylaws
- Generally collects dues to absorb the Club’s operating expenses and support programming
- May also charge for attendance at specific events.
- File end-of-year reports with the Alumnae Relations Office
- Participate in the annual Volunteer Summit

*Expectation for formal Clubs: Engage alumnae/i through programming each quarter (i.e., 4+ times a year)*

INFORMAL CLUBS

Informal Clubs meet two or more of the following criteria:
- Are run by a core group of volunteers (i.e., alumnae/i who are not elected officers)
- Are not governed by official bylaws
- Do not collect dues
- Generally fund events and activities by collecting donations or fees from participants
- File end-of-year reports with the Alumnae Relations Office
- Participate in the annual Volunteer Summit

*Expectation for informal Clubs: Engage alumnae/i through programming at least 2-3 times a year.*
ALUMNAE/I AMBASSADOR PROGRAMS

The Alumnae Relations Office may identify an Ambassador in areas with 50 or more alumnae/i but that lack a formal or informal Club. An Ambassador serves as the College and Alumnae Relations Office’s point of contact for the area, and facilitates opportunities for alumnae/i connections. Identifying an Ambassador is often a first step towards an area establishing a Club.

In general:
- The Ambassador and/or a core group of other alumnae/i come together for a specific purpose or event (e.g., to plan a summer gathering for area alumnae/i)
- Dues are not collected
- Events are self-funded
- Ambassadors summarize participants and outcomes of events for the Alumnae Relations Office
- Ambassadors do not file end-of-year reports with the Alumnae Relations Office
- Ambassadors do not participate in the annual Volunteer Summit

Expectation for Ambassador Programs: Engage area alumnae/i at least annually.

In addition, Clubs with wide geographic boundaries and alumnae/i who are spread throughout these boundaries may also identify Ambassadors to facilitate engagement opportunities for a specific area within the Club’s boundaries. (For example, Vermont, Los Angeles, United Kingdom.)

REGIONAL GROUPS

Regional groups are organized by an alumnae/i who live in geographic areas with fewer than 50 alumnae/i and that do not have either a club or an Ambassador. Regional Groups gather for informal and occasional events; they do not have to have a specific program focus. (For example, Regional Groups can meet for a formal program, like a faculty speaker, or just to get together for coffee informally.) The Alumnae Relations Office can provide the names of alumnae/i living in a geographic area for those who are interested in Regional Group activities.

FIND YOUR CLOSEST CLUB

You can find out if there is a Club in your area, and what activities are being held, by checking at: https://www.brynmawr.edu/alumnae/community/clubs-regional-and-affinity-groups.

If there is no Club in your area and you are interested in starting one, please contact Cynthia Washington (see below for email and phone).

ORGANIZING A BRYN MAWR CLUB/REGIONAL GROUP OR EVENT

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

ORGANIZING A CLUB OR REGIONAL GROUP

If you are interested in organizing a new Club (either formal or informal) or revitalizing an inactive Club, recruit a core group of alumnae/i who can help with this effort. Then, determine which organizational model will work best for your area (see above). We can provide a list of all of the alumnae/i in your geographic area, who might be interested in joining a Club or attending an event.
PLANNING AN EVENT

The Alumnae Relations Office can help publicize alumnae/i events to others in your area who might be interested in participating in the Club/regional group and/or event. We can also provide a list of all of the alumnae/i in your geographic area, who might be interested in joining a Club or attending an event.

We can also help you create a communications plan to publicize the event, including listing it in the bi-monthly Alumnae/i Connections (see below for due dates for posting events).

We encourage events that serve everyone in the area, as well as those that might be particularly relevant to specific groups of alumnae/i, like new parents or those who are getting ready for retirement.

Here are some ideas that other Clubs/groups have held with good attendance and positive feedback:

- Invite a member of the faculty to your club/region to discuss their area of expertise
- Host a “Welcome to the City” party for alumnae/i who are new to the area
- Host a May Day party
- Establish a Book Club
- Host a reading with an alumnae/i author event
- Plan a local Graduates of the Last Decade (GOLD) happy hour or social event
- Ask a member who attended Reunion to report back about the event and invite others to reminisce
- Organize a panel on Bryn Mawr traditions and memories featuring alumnae/i from multiple decades
- Have an event for area students and alumnae/i during the winter break, in early January
- Invite alumnae/i to speak about their area of expertise (the Alumnae Relations Office can help you find those in your area who are knowledgeable about specific topics)
- Attend a local cultural event as a group
- Conduct a seminar on the care of aging parents, financial planning, women's health issues, or other hot topics
- Volunteer as a group, such as at a local food pantry, shelter, or literacy program
- Organize a tour of local parks, museums, or historic neighborhoods
- Host a Lizard Party where alumnae/i come together to create “lizards” for current students' lanterns
- Create and deliver May Day baskets to senior alumnae/i 80 years or older
- Have a Lantern Night tea
- Host a summer send-off party for incoming first year students who live in your area
- Have a party at which participants write a welcome note to each of the accepted applicants from your region
- Organize career panels or networking events for Mawters in specific fields or areas of professional interest
- Create ways for alumnae/i in the same field to connect (a dinner for health care providers, lawyers, educators, comptrollers, etc.)

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

- **Goals**
  - What do you want the event to accomplish? (It could be simply to bring alumnae/i together, or to help promote networking among alumnae/i.)
• **Leadership & Planning**
  o How many people do you need to successfully plan, implement, and run the event?

• **Venue**
  o What venue will minimize travel for the largest number of potential participants? Consider handicap accessibility, parking, and availability of public transportation when selecting your venue.

• **Date**
  o Remember to check the calendar for significant events that may conflict with the date you have in mind for your event, such as holidays, elections, school vacations, significant local events.

• **Cost**
  o If there is a cost associated with the venue or any refreshments served consider charging a fee for the event, to help cover costs.

**ALUMNAE RELATIONS OFFICE SUPPORT**

The Alumnae Relations Office is ready to help you connect with other area alumnae/i and help execute exciting events so alumnae/i can engage with one another.

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 by emailing: clubs@brynmawr.edu

- Provide address updates about alumnae/i who have moved into your area or within the Club’s geographic area; these updates are provided in the Spring and Fall.

- 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 all alumnae/i on the 15th and 30th of every month. Send event information to clubs@brynmawr.edu by the 10th and 25th of the month.

- Post Club and other Bryn Mawr-related events in the Alumnae Association calendar (see: https://www.brynmawr.edu/alumnae)

Your Alumnae/i staff and the Alumnae Association Executive Board (AAEB) Representative for Clubs are here to support you. Please reach out if you want assistance, support, or more information:

**Cynthia Washington**
Associate Director for Alumnae Regional Engagement  cwashing@brynmawr.edu  610-526-5233

**Susan K Flinn**
AAEB Representative for Clubs  susan@susanflinn.com  202-667-1624
Reunion Planning Handbook

I. INTRODUCTION

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: www.brynmawr.edu/alumnae/reunion for the latest information.

II. REUNION 2019 WEEKEND AT A GLANCE (Subject to change)

FRIDAY, MAY 31, 2019
10 am  Registration and Dorms Open
12–1:30 pm  Opening Lunch
1–5 pm  The Barnes Foundation Tour
1–5 pm  Alumnae/i and faculty-led panel discussions
2–3:30 pm  Step Sing Rehearsal
5:30–6:30 pm  Opening Reception
6–8 pm  1969 50th Reunion Cocktails and Dinner
6:30–8 pm  All-class Dinner
9–10:30 pm  Reunion Step Sing
10:30 pm–midnight  All-class Bi-Co Party

SATURDAY, JUNE 1, 2019
7–9:30 am  Breakfast
8 am–5 pm  Registration
8:30 am–12:30 pm  Kids Camp Session I
10–11 am  State of the College with President Cassidy
11 am–12:30 pm  Class Meetings
12:30–2:30 pm  Welcome Home Lunch
2:30 pm–3:30 pm  Class and affinity group programming
2:30–5:30 pm  Kids Camp Session II
5:30–7 pm  4th Annual Bryn Mawr Beer Garden
6–8:30 pm  1949 & 1954 Champagne Toast & Dinner
6:30–10 pm  Kids Camp Session III
7 pm–8:30 pm  All-class Dinner
7–10:30 pm  1994 25th Reunion Dinner
8:30–9:30 pm  GOLD Quizzo
8:30–10:30 pm  Screening of “The Philadelphia Story”
9 pm–midnight  Dance Party

SUNDAY, JUNE 2, 2019
7–9 am  Breakfast
8–9 am  1949 & 1954 Breakfast
8:30–9:15 am  Meeting for Worship
9:15–10 am  Parade of Classes
10–11 am  Annual Meeting of the Alumnae Association
11–11:30 am  Farewell Reception
Noon  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

- **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)

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 2019, May 31–June 2
- 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, MAY 31

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.

REUNION WEEKEND, SATURDAY, JUNE 1

Conduct your Class Meeting, during which elections for class officers must be held (see Section VI). Election results should be recorded and emailed to the Alumnae/i Relations staff. This new slate of class officers will serve as volunteers for the five years leading up to your next reunion.

REUNION WEEKEND, SUNDAY, JUNE 2

Lead your classmates in the annual Parade of Classes and attend the Alumnae/i Relations Annual Meeting.

At the close of the weekend, leftovers from your hospitality suite should be taken with you or disposed of. Your student workers will be on hand to organize and tidy up the hospitality suite upon departure.

POST REUNION, JUNE

Send all reunion related expenses (hospitality suite supplies, memento purchases, reunion book, etc) with original, itemized receipts to Alumnae/i Relations Office for reimbursement and processing.

POST REUNION, JULY

Submit post-Reunion letter to Alumnae/i Relations office for distribution.

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 turn them in to Bryn Mawr staff members 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 restocking 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, May 31. 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 2018, 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 $360. Additionally, a la carte options were available ranging from $20-$100 per adult.

Pricing for Reunion 2019 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=ieUPpC1hZsI&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)]
SAMPLE SPRING REUNION LETTER

Dear 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 Classmates,

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

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.

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 Association.

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 Association.

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.
## SAMPLE CLASS ELECTION SHEET

### Class Officer Elections

**Class of:**

Elected class officers will serve until your next Reunion. **Reunion Managers are responsible for filling out this form and turning it in to Bryn Mawr Fund staff with the Pledge-it-Forward materials at the conclusion of the class meeting.**

You may want to make an additional copy for your own records. **Positions may be shared**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>President(s):</td>
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<tr>
<td>Class Editor(s):</td>
<td></td>
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<tr>
<td>Reunion Manager(s):</td>
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<tr>
<td>Songmistress(es):</td>
<td></td>
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<tr>
<td>Communications Manager(s):</td>
<td></td>
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<tr>
<td>Bryn Mawr Fund Chair(s):</td>
<td></td>
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</tbody>
</table>
ALUMNAE CAREER SERVICES

Bryn Mawr College is committed to providing comprehensive, lifetime career services to alumnae/i and views this as an important and meaningful activity. Becky Ross joined the College in December 2017 as the Senior Associate Director for Alumnae Career Services, which is part of the Career and Professional Development team within LILAC (Leadership, Innovation, and Liberal Arts Center).

KEY ASPECTS OF BECKY’S WORK INCLUDE:

- Creating, expanding, and orchestrating initiatives that effectively leverage the alumnae/i network, for their own career management as well as for the benefit of others
- Providing career coaching, as well as developing a referral network of experts and resources
- Collaborating on strategic planning for alumnae/i engagement

SUPPORT & SERVICES AVAILABLE:

- Career Coaching - support for career management, job search, career transition, interview preparation, networking, resume writing, continuing education, and navigating changes in life circumstances that impact one’s career. Appointments available via phone, video call, or in-person.
- Networking connections via LinkedIn and alumnae/i events, Clubs, and Affinity Groups.
- Online resources for self-assessment and exploration of options, job search, salary negotiation, relocation, professional development, and more.
- Webinars and other career and professional development resources and handouts.
- Visit https://www.brynmawr.edu/lilac/alumnaei/alumnae-career-services

handshake

In 2017, LILAC implemented Handshake, a platform to manage career appointments, events, jobs, and other resources. It is used by more than 500 colleges and universities and 200,000+ employers. Handshake offers alumnae/i a mobile-friendly user experience, and the ability to:

- Schedule appointments with a career professional or pre-law advisor
- Recruit at Bryn Mawr College - traditionally more entry-level and early career opportunities
- Sign in to view employment opportunities from organizations that target Bryn Mawr College

How to log in to Handshake:

- Go to: https://brynmawr.joinhandshake.com/login
- Your username is the preferred email address on file with Bryn Mawr
- Follow on-screen prompts to set your password and log in
THE BRYN MAWR NETWORK—POWERFUL CONNECTIONS

Making connections and building relationships is crucial to navigating career decisions, progression, transitions, and re-entry. In addition to connecting with Mawrters via Alumnae Relations, LILAC encourages participation in the following:

**Bryn Mawr College Alumnae/i & Students LinkedIn Group**—a place for current and past Mawrters to come together, learn from each other, and share wisdom, information and experiences. As an alum seeking to support students, we encourage engagement in this group!

**Bryn Mawr College Alumnae LinkedIn Group**—a place for alumnae/i to connect, as well as share professional development resources, job leads, and experiences. Graduating students may join in April of their year of graduation.

**LIFT AS YOU CLIMB: SUPPORT STUDENT DEVELOPMENT THROUGH ENGAGEMENT**

LILAC helps students forge connections between their experiences throughout their time at the College and the world beyond Bryn Mawr. In your role as a Volunteer, you are influential in advocating for others’ involvement and support. For alums seeking to support students, here are high-impact practices that positively influence student growth and development, along with the name of a LILAC team member to contact to get involved:

**Host an Extern**—Your advice and guidance in this shadowing experience will help a student explore potential career options.
- Patty Greenfield, Assistant Director for Career Counseling, pgreenfi@brynmawr.edu

**Hire Bryn Mawr Students**—Recruit for jobs and internships via on-campus interviewing at no cost. We manage the entire process, from publicizing positions to scheduling interviews through our recruiting platform, Handshake. Participate in Consortia Interview Days & Career Fairs to maximize exposure across multiple liberal arts colleges.
- Sarah Sultzer, Assistant Director for Employer Relations, ssultzer@brynmawr.edu

**Offer Internships (including those funded by the College)**—These short-term work experiences allow students to apply their learning, develop new skills, and explore career interests in a professional working environment.
- Jennifer Prudencio, Associate Director for Employer Relations, jprudencio@brynmawr.edu
- Nell Anderson, Director of Praxis and Community Partnership Programs, nanderso@brynmawr.edu

**Be an Assessor in the Leadership Learning Laboratory**—Helps students discover their leadership strengths and develop new skills by simulating the challenges and decisions that they will face as leaders in a wide variety of organizations. The time commitment for this engagement is one day (typically a Friday or Saturday).
- Jessica Hollinger, Associate Director of Experiential Education, jholling@brynmawr.edu

**Engage as an Alumnae/i in Residence (AIR)**—The goal is for students to connect with an alumna/us, in small groups and one-to-one, to discuss a wide variety of areas including graduate programs, the job hunt, work-life balance, and the definition of success.
- Becky Ross, Senior Associate Director for Alumnae Career Services, raross@brynmawr.edu

As we think about additional ways to work with alumnae/i on career management and networking, we will be seeking alumnae/i who are interested in sharing their expertise with others. Please contact Becky Ross if you have an area of expertise you’d like to discuss.

Becky Ross
Senior Associate Director for Alumnae Career Services
LILAC / Career and Professional Development
610-526-5230
raross@brynmawr.edu
Meet A Mawrter: 1,000 Coffees is a volunteer-driven initiative, designed collaboratively with Alumnae Relations and LILAC, to foster relationships and connections between alums. These relationships enrich and nourish lives as well as promote the power of community to current and future Mawrters.

**ULTIMATE GOAL:** Generate 1,000 conversations before September 30, 2018!

**WHO VOLUNTEERED?** In addition to the alumnae/i committee leaders, former members of the President’s Advisory Council, Alumnae Association Executive Board, and LILAC Advocacy Board were asked to be part of the inaugural group of Connectors.

**WHAT DID CONNECTORS DO?** Connectors launched the effort by having conversations with 5-7 Mawrters and documenting the connections by sending a message to MeetaMawrter@brynmawr.edu. With an inaugural group of 40 Connectors (we actually had 45!), each connecting with five other Mawrters (40x5), we anticipated 200 connections by June. To achieve 1,000 Coffees, Connectors invited all the individuals they spoke with to have 5+ conversations of their own by September.

Sharing the conversations through the MeetaMawrter@brynmawr.edu did two things:
- It allowed us to track the number of connections being made between Mawrters, many of whom had never met or spoken previously
- Enabled the College to showcase highlights of conversations and meaningful stories about the power of the Mawter community

During Volunteer Summit, Connectors are convening to:
- Reflect on the pilot and provide feedback about what worked well and what could be improved
- Discuss the “Connector” role and collaborate with Alumnae Career Services to continue to support and engage in alumnae/i networking initiatives
- Develop goals and ideas for the next iteration of Meet a Mawrter

**FOR MORE INFORMATION ON HOW TO GET INVOLVED:**

This group of dedicated alums has been shining a spotlight on the power of the Bryn Mawr network. To learn more about this initiative, we welcome you to reach out:

Sharon Harshbarger-Kucera ’90, Princeton, NJ – Career Development Representative to the Alumnae Association Executive Board

Saskia Subramanian ’88, Los Angeles - President of the Alumnae Association
Cate Megley ’08, New York
Megan Roudebush ’02, Chicago
Donna Vogel ’71, Washington, D.C.
Affinity Groups and Programming

Affinity groups are comprised of alumnae/i with shared identities or interests. The Alumnae Relations and Development office recognizes that within the rich diversity of the Bryn Mawr community that there are many intersections of self and identity. Affinity groups are another way the College engages and supports programming for alumnae/i. Listed below are currently active affinity groups:

ALUMNAE OF COLOR*
ATHLETES
GOLD
GOLDEN SAGES
LGBTQIA+
LISTERINES
MCBRIDES

For more information regarding each group, please refer to the College’s website at www.brynmawr.edu/alumnae/community/clubs-and-affinity-groups/affinity-groups.

* At the time of publication, the Alumnae of Color Committee was working on crafting a new name. This name may no longer reflect the group’s title.

THE ALUMNAE OF COLOR* GROUP

PURPOSE AND VALUE STATEMENT
The Alumnae of Color affinity group, supported by the Alumnae Relations and Development Office, contributes to the alumnae of color community of Bryn Mawr College by: strengthening a connected network anchored in mutual trust and respect; advancing constructive and inclusive dialogue; and celebrating our diverse history and experiences.

2018-2019 WORKING COMMITTEE
Nupur Chaudhury ’05 and Nicole Spencer ’92 (co-chairs)
Alexis De La Rosa ’15
Lauren Footman ’14
Romina Gomez ’05
Kierstin Gray ’01
Nicole Huynh ’06
Michelle Lawson ’92
Malini Krishna ’99
Tania Romero ’05
Elissa Seto ’05

WORKING COMMITTEE RESPONSIBILITIES
- Participate in a minimum of 6 phone calls (September–June)
- Support and/or attend a minimum of one program or event annually
- Participate on subcommittee calls/projects
- Communicate to fellow alumnae/i about the work of the Alumnae of Color group, amplify the achievements of alumnae/i of color, and promote programs/initiatives occurring at the College.
MEETINGS
• Alumnae Volunteer Summit (September) is the working committee’s opportunity to gather on campus.
• The Alumnae of Color co-chairs will establish an annual calendar and help craft the monthly agendas for conference calls.

PROGRAMS
The Alumnae of Color group, in conjunction with the Alumnae Relations and Development (ARD) office, will promote and support events and activities throughout the academic year at the College and across the globe.

* At the time of printing, the Alumnae of Color Committee was working on crafting a new name. This name may no longer reflect the groups’ title.

GOLD (GRADUATES OF THE LAST DECADE) COMMITTEE
The GOLD Committee's purpose centers around four main ideas:
• Increase young alumnae/i engagement with Bryn Mawr
• Advocate for the financial support of the College
• Help GOLD peers access volunteer opportunities
• Advise the College on GOLD programming for the year

SPECIAL EVENTS
If a GOLD Month (October) or Happy Friday Happy Hour (February) occurs in or near your city, you are expected to contribute your time and talent to its success. Leading up to these special programs committee member duties include: scouting a location for the event, creating a social media presence, and encouraging local alumnae/i attendance. On the day of the event, members are expected to arrive to the location early to facilitate a brief set-up and check-in guests.

GOLDEN SAGES
The Golden Sages is a local group* of Bryn Mawr College alumnae who have celebrated their 50th reunion or are graduate school alumni over the age of 70. Under the organization of a planning committee, the group gathers several times a year for lectures, outings, luncheons and more—often with Haverford Scarlet Sages and Swarthmore Garnet Sages.

2018-2019 PLANNING COMMITTEE*
Janet Hetzel Henderson ’57, Chair
Marjeanne (Mimi) Collins Blasco ’57
Miriam Forman Diamond ’57
Fytie Ludington Drayton ’53
Jane Ettelson Drucker ’48
Caroline Kemmerer, PhD ’62
Virginia (Ginny) Rivers ’57
Jane Miller Unkefer ’55
Ann Harrison Van Arkel ’58
Suzanne Levin Wolfson ’57

MEETINGS
The Planning Committee hosts two annual meetings at the conclusion of their Fall and Spring program.
PROGRAMS

• Fall lecture hosted by the Golden Sages
• Fall program hosted by the Scarlett or Garnet Sages
• Spring lecture hosted by the Golden Sages
• Spring program hosted by the Scarlett or Garnet Sages

* Philadelphia, Delaware and Princeton Club alumnae/i.

LGBTQIA+

Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual

MISSION

The working mission of the group is to engage LGBTQIA+ alumnae/i in the life of the College and Alumnae Association, provide networking opportunities for alumnae/i and, connect with current students.

2018-2019 WORKING COMMITTEE*

Emily Engler ’01
Dominique Johnson ’99
Susan Messina ’86
Erica Seaborne ’09

WORKING COMMITTEE RESPONSIBILITIES

• Participate in quarterly phone calls during the months of September – June
• Recommend, support and attend LGBTQIA+ programming for alumnae/i or students
• Encourage and communicate to fellow alumnae/i about the work of the LGBTQIA+ group, expand networking opportunities, and promote programs/initiatives occurring at the College.
• Support of the Alumnae Relations and Development (ARD) office, when appropriate, in partnerships with current students on targeted activities and programs, such as LGBTQIA History month (October).

MEETINGS

• The Alumnae Volunteer Summit (September) is the LGBTQIA+ working committee’s opportunity to gather on campus and outline plans for the academic year.
• Committee members will help establish an annual calendar and craft the quarterly meeting agendas.

*At the time of print for this document, additional members were being recruited to participate on this committee.
MCBRIDES

For alumnae who attended Bryn Mawr as members of the Katharine E. McBride Scholars Program for nontraditional aged undergraduates. This affinity group is organized with elected leadership for the purposes of providing opportunities for McBrides to stay connected with each other and informed about the College.

2018-2019 ELECTED LEADERSHIP

Co-Presidents: Miranda Smith ’16 and Jenn Thoman ’15
Bryn Mawr Fund Chair: Nancy Schmucker ’98
Class Editor: Myra Reichel ’95
Reunion Manager: Pam Lavin ’15
Songsmistress: Noa Eagles ’15, MSS ’16
Co-Communications Managers: Noa Eagles ’15, MSS ’16 and Brigid Harron ’13,
GLOSSARY

**Annual Giving/The Bryn Mawr Fund (BMF):** This refers to unrestricted gifts made by alumnae, parents, college seniors, and friends each year that support the College’s most pressing funding needs.

**Appeal:** Letters or emails 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 a donor makes a gift in the fiscal year, that person will stop receiving appeals. We do not send the September appeal to parents of first year students.

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

**Bequest:** The act of making a gift to Bryn Mawr through a will, or naming the College as a beneficiary of a retirement plan, trust, bank account, or life insurance that come to Bryn Mawr upon your death.

**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.

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

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

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

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

**Current and Past Parents:** Current parents are those who have a student currently enrolled in Bryn Mawr’s undergraduate college. Past Parents are those whose student is an alumna.

**Endowment Gift:** 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. 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 (January to December) because it matches the tax year. Other donors pay more attention to our fiscal year (the College’s budgetary year, which runs from June to May). We often make targeted efforts towards EOCY/EOFY LYBUNTs and SYBUNTs in Dec/May.

**Fiscal Year:** The fiscal year runs from June 1 to May 31 each year.

**GOLD:** (Graduates Of the Last Decade) Anyone from the graduating classes in the most recent 10 years 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 College 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.

**Planned Gift:** Any major gift made in lifetime or at death as part of a donor's overall financial and/or estate planning. To learn more, visit: giftplanning.brynmawr.edu.

**Remit:** The printed piece accompanying an appeal letter which contains information specific to the person receiving the appeal. A donor returns the remit with a check when making a gift. Changes in phone, email, address, and comments may be made on the remit form. Donations can also be made online at www.brynmawr.edu/makeagift.

**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.

**Solicitable Base:** The calculated number of people in a class who can be solicited for gifts to Bryn Mawr.

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

**Taylor Society:** A giving society honoring alumnae/i and friends who have created a legacy gift to Bryn Mawr through their will, named the College as a beneficiary of a retirement plan, trust, bank account, or life insurance, or made other life income arrangements such as charitable gift annuities, charitable remainder trusts, or pooled income funds.