

ALUMNAE
VOLUNTEER
SUMMIT 2019



BRYN MAWR
COLLEGE

BRYN MAWR

COLLEGE

Dear Volunteers,

Welcome to Alumnae Volunteer Summit 2019!

This is an exciting time for Bryn Mawr College and for our Alumnae/i Network. In the final year of the *Defy Expectation* Campaign, we are seeing the tremendous impact of all your support and volunteerism. We are poised to smash through our minimum goal of \$250 million, we have for the third time in our history exceeded \$6 million in The Bryn Mawr Fund, we keep setting record-attendance for Reunions with more than 1,000 attendees last June, and we continue to attract new volunteers and donors to join us.

In this spirit, volunteers and staff will take time at this year's Summit to examine ways that we can work to better engage our diverse alumnae/i population as leaders and donors. This work is a direct outgrowth of our College mission of diversity, equity, and inclusion, and Alumnae/i Relations and Development is excited to learn from our volunteers and to share our own perspective. Our increasing diversity within our student and alumnae/i bodies is a tremendous strength—one that will continue to grow greater in the coming years. It is to Bryn Mawr's benefit that we do the important work of engaging with all our alumnae/i.

Whether you have attended Summit for years, or you are one of our newest volunteers, your participation this weekend and your support of Bryn Mawr all year long are invaluable. All of us in Alumnae/i Relations and Development are deeply appreciative of everything that you do for Bryn Mawr.

I look forward to seeing each of you throughout the weekend.

With gratitude,

Sincerely,



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



STAFF CONTACTS FOR VOLUNTEERS

ADMISSIONS:

Call: 610-526-5152

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

CAREER & CIVIC ENGAGEMENT CENTER (FORMERLY LILAC):

Call: 610-526-6523

Visit: www.brynmawr.edu/career-civic/about-us/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 has surpassed \$240 million to date.
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.brynmaur.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, AAEB 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, Trustee Jeffrey I. Kohn P'16, Trustee Alexandra Kaufmann Kosslyn '04 Randolph M. Nelson 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)	Since 2016, President Kim Cassidy and members of the Campaign Steering Committee have joined alumnae/i, families, and friends at 20 events across the country and abroad, as listed below, to celebrate the <i>Defy Expectation</i> Campaign. Keep your eyes on brynmaur.edu/giving/volunteer/attend-campaign-events , and the bi-weekly Alumnae/i Connections e-calendar for more events and information. All alumnae/i, parents, and friends are invited.

UPCOMING

November 13, 2019: Boulder, CO, at the home of Catherine Allegra '84
February, 2020: Houston, TX

PAST

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 2018 (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 (Seattle Art Museum's Olympic Sculpture Park, with space generously provided by Margaret Breen '82)
Pittsburgh, PA, April 2018 (Hosted by Jo Ellen Parker '75 and Betsy Havens Watkins '61)
Minneapolis, October 2018 (Hosted by Ellen Michaelson P'09)
Philadelphia, November 2018 (Buddakan)
Atlanta, GA, April 2019 (Hosted by Carolynn Cooper P'19 and Pratap Mukharji P'19, Chairs of Bryn Mawr's Family Leadership Council)
Durham, NC, April 2019 (Hosted by Melissa Katrincic '97 and Lee Katrincic at their business: Durham Distillery)
Brooklyn, NY, April 2019 (Hosted by Jennifer Suh Whitfield '98 and Benjamin Whitfield at The Heights Casino)

WHY DEFY EXPECTATION?

Our Campaign name reflects our history and the world we live in today. Bryn Mawr has stood for women's success from the beginning, and we continue to promote that success regardless of external social and institutional resistance.

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

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

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



ACHIEVEMENTS AS OF MAY 2019 Since the Campaign began in June 2011, we have...

- Achieved the largest Bryn Mawr Fund total in College history: \$6.46 million in Fiscal Year 2018;
- Had the largest Reunion attendance in College history: 1,100 (May 2017);
- Added over \$140 million to the endowment to date and almost \$75 million for current use so far;
- Had more than 2,500 individuals volunteer for 4,200+ different roles in support of the College; and
- Received more than 94,000 gifts.

GOALS AND IMPACT

For Our Students—Bryn Mawr seeks to sustain a community diverse in nature and democratic in practice, as we believe that only through considering many perspectives do we gain a deeper understanding of each other and of the world. 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 72 new endowed scholarships;
- Establish the Career and Civic Engagement Center (formerly the Leadership, Innovation, and Liberal Arts Center, or LILAC) through a generous \$10 million gift from two anonymous donors. Their challenge led to leadership gifts in support of career and civic engagement 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 900 summer internships at places like the Nunalleq Alaskan Archaeological Excavation and Conservation Lab, Energy Vision, Beijing’s Museum of Contemporary Art, and Children’s Hospital of Philadelphia, 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; and
- Pilot new STEM intensives, weeklong 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 collaborative and diverse faculty and to provide them with the tools and environment they need to be both outstanding teachers and renowned scholars. We have:

- Endowed six faculty positions, including one in Environmental Science and one in History of Art;
- 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 Science Fellowships;
- Secured a \$1.3 million grant from The Pew Charitable Trusts to support programs for the academic, professional, and personal development of undergraduates; and
- 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 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 investment of more than \$78 million in our buildings and infrastructure, including the preservation of our many historic buildings;
- The construction of a new, yet-to-be-named dormitory with 101 single rooms. Adjacent to the new dormitory, the construction of the Enid Cook ’31 Center, a residential space that also serves as the Black Cultural Center, formerly in Perry House. (Learn more about Enid Cook ’31 at blackatbrynmawr.blogs.brynmawr.edu/2015/02/09/enid-cook-first-black-graduate);
- The creation of Perry Garden on the site of the former Perry House; and
- 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. Gifts to the Campaign via The Bryn Mawr Fund have:

- Reached almost \$48 million from more than 13,000 alumnae/i, parents, and friends;
- Grown the Fund by more than 23% since the beginning of the Campaign;
- Added more than \$5 million on average each year to the College’s annual budget; and
- Provided support equivalent to an additional \$118+ million in the College’s endowment.

See section 4 of this handbook to learn more about The Bryn Mawr Fund.

For Our Collective Pride—Additionally, the Campaign represents an opportunity to engage every generation of Mawrter, our parents and our friends in a common cause—amplifying 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. Learn more at brynmawr.edu/alumnae/project-mawrter.

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; and
- Celebrate what makes the Bryn Mawr experience special.

Alumnae/i Admissions Representatives (AARs) Volunteer Opportunities

There are many ways to get involved as an Alumnae/i Admissions Representative this year. Let us know how you want to help recruit the next class of Mawrters! For more information, 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, the AAR Network conducts 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/i 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.



Affinity Groups and Programming

Affinity groups are composed of alumnae/i with shared identities or interests. The Alumnae/i Relations and Development (ARD) Office recognizes that within the rich diversity of the Bryn Mawr community 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:

ATHLETES

GRADUATES OF THE LAST DECADE (GOLD)

GOLDEN SAGES

LGBTQIA+

MCBRIDES

TAPESTRY, ALUMNAE/I OF COLOR

For more information regarding each group, please refer to the College's website at: www.brynmawr.edu/alumnae/affinity-programs.

ATHLETES

The Athletic Alumnae/i Affinity group is comprised of previous scholar athletes who participated in collegiate level competition while at Bryn Mawr College. Through the support of the ARD Office and the Athletics Department, alumnae/i are encouraged to promote Bryn Mawr Athletics and gather for special activities like Homecoming Weekend and other sport specific or mentoring gatherings.

SPECIAL EVENT

Bryn Mawr is celebrating its third annual Homecoming on Saturday, September 28, 2019. Alumnae/i are encouraged to return to campus to celebrate athletics at the College, connect with former athletes, and cheer on today's scholar athletes. Each year, the Athletics Department will also feature a specific team that is celebrating a milestone at the College. For the 2019–2020 academic year, Tennis and Lacrosse will be highlighted. The Alumnae/i Relations Office will seek the support of a Homecoming Working Committee to help promote the weekend.

2019-2020 HOMECOMING WORKING COMMITTEE

Aigne Goldsby '11
Stephanie Griffin '08
Joanna Herres '05
Nicole Huynh '06
Heather McKay '04
Deborah McLaughlin '05
Sushma Patel '89
Emily Spiegel '18
Mikecia Witherspoon '12

WORKING COMMITTEE RESPONSIBILITIES

- Join 1–2 calls, in advance of Homecoming, with either with the Athletic Department or with Alumnae/i Relations and Development Office
- Spread the word and encourage peers to return to campus for Homecoming activities
- Help us on the day of the event (registration table, swag table, support alumnae/i photo opportunities, alumnae/i games, etc.)

GRADUATES OF THE LAST DECADE, GOLD

GOLD is a College program established over ten years ago to engage Bryn Mawr's most recent graduates. The affinity group is supported by the ARD Office and alumnae/i volunteers (GOLD Committee and GOLD Co-Chairs). All undergraduate alumnae/i from the Class of 2010–2019 are considered GOLD alumnae/i.

SPECIAL EVENTS

GOLD has two principal activities each year, GOLD Month (October) and Happy Friday Happy Hour (February). With the support of the GOLD Committee, other initiatives such as career networking are also promoted.

GOLD COMMITTEE

The GOLD Committee members serve one three-year term. GOLD Co-Chairs serve one two-year term. The GOLD Committee's purpose centers around five main ideas:

1. Encourage young alumnae/i across the globe to engage with Bryn Mawr
2. Advocate for the financial support of the College
3. Help GOLD peers access volunteer and networking opportunities
4. Advise the College on new and inclusive GOLD opportunities for the year
5. Lead the GOLD community by contributing their time, talent, and treasure

2019–2020 GOLD COMMITTEE LEADERSHIP

Zoe Fisher '15 and Tsega Meshesha '13, 2019–2020 Co-Chairs

GOLDEN SAGES

The Golden Sages is a regional group* of Bryn Mawr College alumnae/i who have celebrated their 50th reunion or are graduate school alumni over the age of 72. Under the organization of a Working Committee and with the support of the ARD Office, the group gathers several times a year for lectures, outings, luncheons and more—often with Haverford Scarlet Sages and Swarthmore Garnet Sages.

2019-2020 WORKING COMMITTEE**

The Working Committee volunteers have indicated an interest in supporting these gatherings. Alumnae/i who are interested in becoming involved with the working committee can refer to the affinity website to learn more.

Kit Burns '64, 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

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.

** At the time of print production, term limits had not been established for the Working Committee.



LISTERINES

Is an alumnae/i affinity listserv group. Please refer to the website for more information about their work.

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.

2019-2020 WORKING COMMITTEE*

At-large working members serve two/three year terms. Co-Chairs serve for three year terms. Past service is preferred but not a prerequisite to serve as a Co-Chair of LGBTQIA+.

Dominique Johnson '99
(Additional Members in Progress)

WORKING COMMITTEE RESPONSIBILITIES

The Alumnae Volunteer Summit (September) is the LGBTQIA+ working committee's opportunity to gather on campus or remotely to outline plans for the academic year. During this time, Working Committee members will establish an annual calendar and craft quarterly meeting agendas.

- 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/i Relations and Development (ARD) office, when appropriate, in partnerships with current students on targeted activities and programs, such as LGBTQIA History month (October).

MEETINGS

LGBTQIA+ co-chairs, with the support of the ARD Office, will establish an annual calendar and help craft the monthly agendas for conference calls. Calls will be divided and defined as Working Committee Call (for Working Committee Members only), Open Calls (for interested alumnae/i to participate). Please refer to the affinity website to learn more about the schedule of calls and ARD liaisons contact information and to learn more about the group.

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

MCBRIDES

Are alumnae/i 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.

2019-2020 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

TAPESTRY, ALUMNAE/I OF COLOR

PURPOSE AND VALUE STATEMENT

Tapestry, supported by the Alumnae/i Relations and Development Office, contributes to the alumnae/i 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 the diverse history and experiences of alumnae/i.

2019-2020 WORKING COMMITTEE

At-large working members serve two/three year terms. Co-Chairs serve for three year terms. Past service is preferred but not a prerequisite to serve as a Co-Chair of Tapestry.

Nupur Chaudhury '05 and Nicole Spencer '92 (co-chairs)

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 affinity or College event annually
- Volunteer and participate on subcommittee calls/projects as needed
- Communicate to fellow alumnae/i about the work of Tapestry, amplify the achievements of alumnae/i of color, and help promote programs/initiatives occurring at the College.

MEETINGS

Tapestry co-chairs, with the support of the ARD Office, will establish an annual calendar and help craft the monthly agendas for conference calls. Calls will be divided and defined as Working Committee Calls (for Working Committee Members only) and Open Calls (for interested alumnae/i to participate). Please refer to the affinity website to learn more about the schedule of meetings, ARD liaison's contact information, and to learn more about the group.

PROGRAMS

Tapestry, will promote and support events and activities throughout the academic year at the College and across the globe.



ALUMNAE/I CAREER SERVICES

The Career & Civic Engagement Center (formerly LILAC) at Bryn Mawr College is committed to providing comprehensive, lifetime career services to alumnae/i. Becky Ross, Senior Associate Director for Alumnae/i Career Services, collaborates regularly with volunteers and the Alumnae/i Relations team; based on a Career Needs Assessment in 2019, she has built a strategy for expanding support for and engagement of alumnae/i in the coming years.

STRATEGIC PRIORITIES FOR 2019–2020:

- Launch networking community, Mawrter Connect. ‘Networking Connections’ was rated as the highest need among alumnae/i in the Alumnae/i Career Needs Assessment survey.
- Expand Career Coaching resources for alumnae/i and continue to refine the model for service delivery. In addition to Becky Ross, identify a referral network of other providers.
- Recruit volunteers: Career Connections Committee & Connectors. Connectors will support the ‘Networking Connections’ need identified in the Career Needs Assessment. This represents the evolution of the Career Development Representative (CDR) role.
- Enhance marketing and communications to include more regular, branded content about resources, programs, and services in the *Bulletin* and via other College communications.
- Alumnae/i Engagement via the Career & Civic Engagement Center in support of students and alumnae/i.

SUPPORT & SERVICES AVAILABLE:

- Career Coaching: Appointments are available via phone, video call, or in-person year round. Coaching provides positive, proactive support for a range of issues, including but not limited to: making a career transition, networking strategies, exploring further education, searching for a job, and navigating changes in life circumstances that impact one’s career.
- Networking connections via LinkedIn groups, Mawrter Connect, and alumnae/i events.
- Online resources for self-assessment and exploration of options, job search, salary negotiation, relocation, professional development, and more.
- Handshake is the Bryn Mawr College career management platform, which offers alumnae/i a mobile-friendly user experience, and the ability to:
 - o Schedule appointments with a career professional or pre-law advisor
 - o Sign in to view employment opportunities from organizations that target Bryn Mawr College
 - o Recruit at Bryn Mawr College by posting positions; traditionally this platform has more entry-level and early career opportunities
- Visit www.brynmawr.edu/career-civic/alumnae-career-services

CAREER CONNECTIONS COMMITTEE & CONNECTORS

The Career Connections Committee and the Connector volunteer roles provide opportunities for alumnae/i who are accomplished within their own industries, professions, regions, and communities to foster supportive connections within the Bryn Mawr alumnae/i community.

The College and the Career & Civic Engagement Center seek to activate the Bryn Mawr alumnae/i network in support of career development and civic engagement. Connectors are advocates for and will promote awareness of Alumnae/i Career Services and build an active professional networking culture through collaboration with the Senior Associate Director.

Examples of Activities:

- Meet with 4-5 alums every 3 months, one-to-one, in person or virtually, to get to know other alums in the region and grow the active Bryn Mawr College network.
- Attend College and Club events, such as “Welcome to the City” (if applicable to your region). Support efforts to encourage other alums to participate in these events.
- Encourage alumnae/i to update their LinkedIn and Athena’s Web information, as well as to join the LinkedIn groups Bryn Mawr College Alumnae/i and Bryn Mawr College Alumnae/i & Students.
- Liaise with the Senior Associate Director for Alumnae/i Career Services
- Optional: propose and execute 1-2 career activities per year (e.g., brunch, small group attendance at a networking event, career-related panel).
- Track and report alumnae/i participation to the Senior Associate Director and Alumnae/i Relations.

The Senior Associate Director selects and appoints members of the Committee and Connectors; Alumnae/i Relations & Development will help identify prospective volunteers. Member terms will be three years, and staggered to ensure group continuity and minimize whole-group turnover.

THE BRYN MAWR NETWORK—POWERFUL CONNECTIONS

Making connections and building relationships is crucial to navigating life and career decisions, progression, transitions, and re-entry. In addition to connecting with Mawrterers via Alumnae/i Relations, the Career & Civic Engagement Center encourages participation in the following:

Mawrter Connect—an enhanced, professional and personal networking experience for Bryn Mawr College. By engaging within this platform, you will be able to network with students, alumnae/i, faculty, and staff, as well as other friends of the College. Connect with individuals in industries and cities of interest, share career advice and gain insights from each other’s experiences, and contribute to an exceptional network! Join now or recommend a friend by visiting <https://mawrterconnect.brynmawr.edu>

Bryn Mawr College Alumnae/i & Students LinkedIn Group—a place for current and past Mawrterers 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/i 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

The Career & Civic Engagement Center 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 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.

- CONTACT: Patty Greenfield, Assistant Director for Career Counseling, pgreenfiel@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.

• CONTACT: 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.

• CONTACT: Jennifer Prudencio, Associate Director for Employer Relations, jprudencio@brynmawr.edu

• CONTACT: 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).

• CONTACT: 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.

• CONTACT: Becky Ross, Senior Associate Director for Alumnae/i 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/i Career Services

Career & Civic Engagement Center

610-526-5230



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 support of 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, 2019 to May 31, 2020), The Bryn Mawr Fund aims to 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 \$118 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 and is an outward expression of their pride in Bryn Mawr;
- Is an entry point to giving for our youngest and most diverse alumnae/i;
- 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 dollars and attract new 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/i giving participation rate to 40%

Alumnae/i Participation:

Each year, as the newest graduating class is added to the solicitation base, the overall number of alumnae/i being solicited grows, making it even more difficult to increase the participation rate.

Why is participation important? A strong alumnae/i participation rate at any gift amount 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/i have in their alma mater.

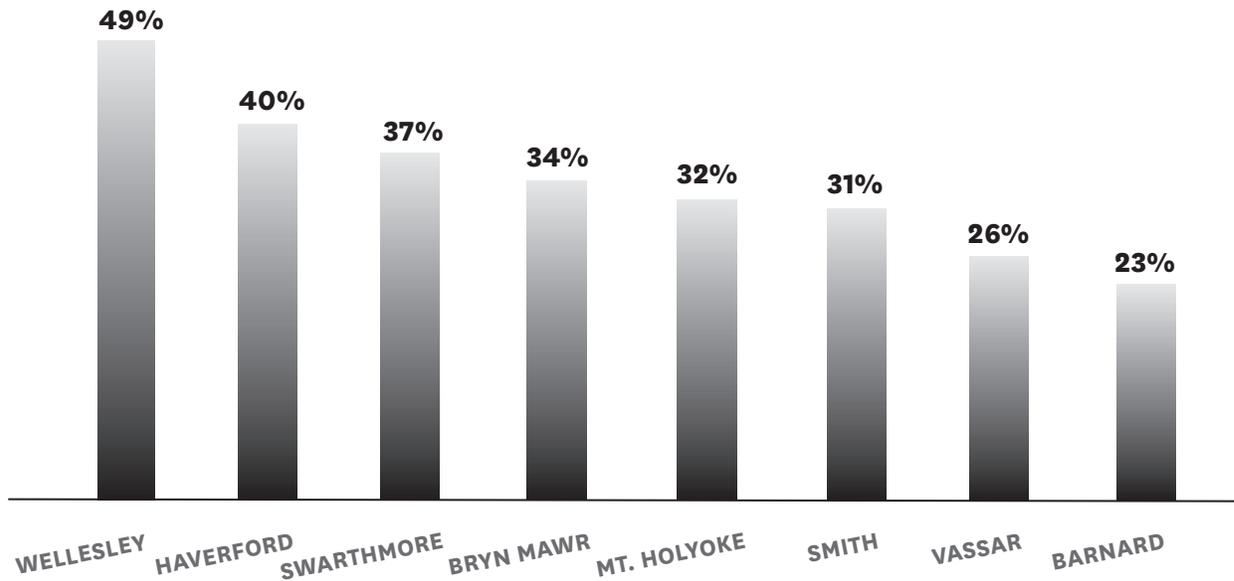
Alumnae/i giving participation includes all gifts made within the College’s fiscal year to any fund. The College’s fiscal year runs from June 1–May 31 each year.

Year	Number of Alumnae/i Donors	Alumnae/i Participation	Alumnae/i Dollars to The Bryn Mawr Fund	Total Bryn Mawr Fund Dollars
2009	5510	37%	\$4,208,650	\$4,921,912
2010	5512	37%	\$4,426,574	\$5,061,926
2011	5346	41%	\$4,541,674	\$5,242,262
2012	5322	38%	\$4,524,924	\$5,232,044
2013	5195	37%	\$4,561,888	\$5,170,608
2014	5043	37%	\$4,393,224	\$5,406,053
2015	5249	38%	\$4,609,298	\$5,374,867
2016	5011	35%	\$4,652,233	\$5,377,799
2017	4910	34%	\$5,518,301	\$6,333,164
2018	4686	32%	\$5,364,319	\$6,463,008
2019	4841	34%	\$5,001,801	\$6,100,315

Consecutive giving is essential to growing alumnae/i participation. Even as BMF dollars have increased to \$6 million annually, donor involvement remains critical. Collectively, gifts of all sizes add up to make a significant impact on our students’ education. Your volunteer work is vital to increasing alumnae/i giving participation. Your advocacy encourages your classmates and reinforces their decision to support the College.



ALUMNAE/I PARTICIPATION HOW BRYN MAWR COMPARES



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. Gifts under \$2,500 total more than \$1 million annually.

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/i 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.

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 all students and alumnae/i. An investment in Bryn Mawr is an investment in you!

1. I haven't been asked.

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.)

IMPORTANCE OF VOLUNTEERS AND THEIR ROLE IN THE CAMPAIGN

Volunteers play a critical role in Bryn Mawr's success. The Bryn Mawr Fund 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 all of their classmates to connect with the College in other ways:

- Support The Bryn Mawr Fund every year at a level comfortable to you
- Become a volunteer
- Attend a Bryn Mawr event in your region or on campus
- Join a regional club or affinity group
- Update your contact information
- Submit a class note

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 (BMF) 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
- >> Thank year-end donors

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 past donors from May 22 to May 31
- >> Thank fiscal year-end donors

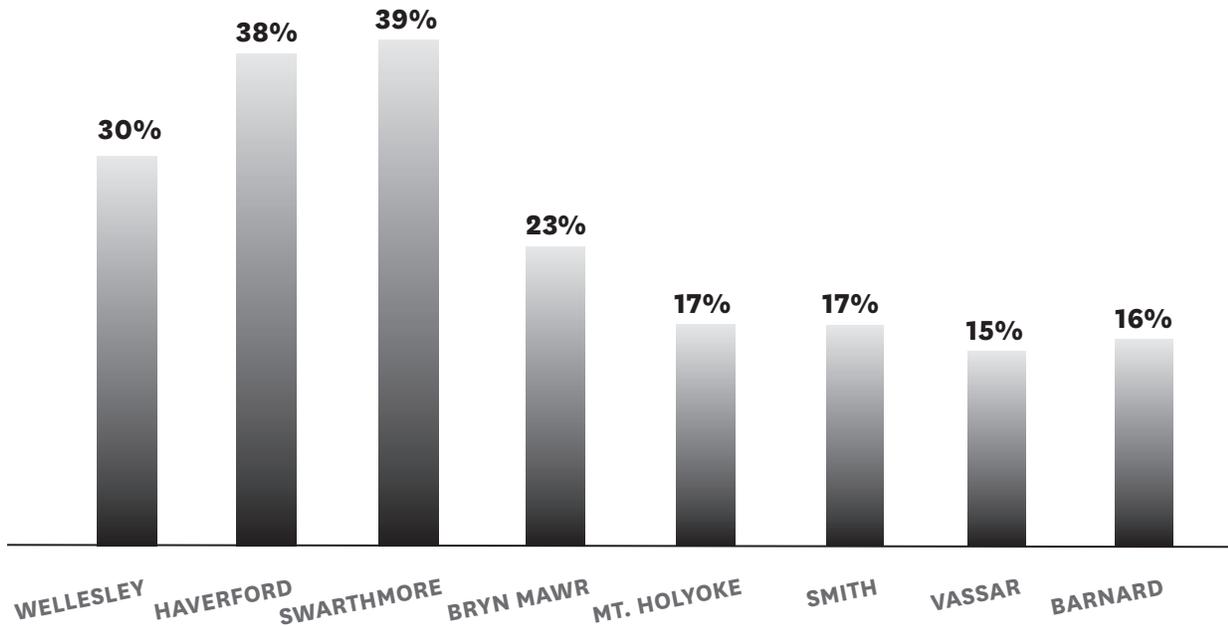
Remember that Bryn Mawr's Fiscal Year ends on May 31.

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 Mawrter to attend an event with you, invite a Mawrter to coffee, submit a class note, encourage your classmates to submit a class note, update your contact information. And have fun!

THE IMPACT OF GOLD GIVING

Did you know that GOLD alumnae/i, the 10 most recent graduating classes (2010–2019), represent almost 22% of the entire Bryn Mawr alumnae/i base? That number is extremely significant and helps explain why GOLD alumnae/i have the greatest power to influence the alumnae/i participation rate. In FY19, 782 GOLD donors made a gift to the College, representing 25% of GOLD alumnae/i. Today’s GOLD classes are diverse and span the globe, representing Bryn Mawr’s future. Increasing the number of GOLD donors during the *Defy Expectation* Campaign is an important priority. GOLD month takes place every October and is an excellent time to encourage GOLD giving and participation.

GOLD ALUMNAE/I ANNUAL GIVING PARTICIPATION PEER COMPARISON



“I give—both my time and money—to Bryn Mawr because it challenged me to become a better person. It is not just a place, but a powerful and passionate community, where individuals come together to make an actual meaningful difference in the world.”

Aheli Purkayastha '09
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 affordably make a meaningful gift. This is also an excellent way to become a member of the Slade and Archways Societies, two of Bryn Mawr’s leadership giving societies.



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 at any giving level 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 a diverse group of 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, if you are able to travel to campus**
- >> **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

- >> **Organize a get-together**
- >> **Find lost alumnae/i 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 October, December, May, and during Challenges)
Encourage Event Attendance
Express pride in being a Bryn Mawr Alum
Counter 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/i and keep them connected to the College.

When talking to your classmates, remember:

Reunion is a rallying point around which all alumnae/i join together to raise a generous gift that contributes to 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
- >> Lead on conference calls 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
- >> If possible, attend Reunion
- >> After Reunion, coordinate the task of thanking classmates who donated

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
- >> 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

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 fiscal year Bryn Mawr Fund Total (all gifts to The Bryn Mawr Fund in the year of your Reunion)
- >> The percentage of classmates who give to any fund in the year of your Reunion

REUNION COMMUNICATIONS—NEW THIS YEAR!

This year, there will be a series of Reunion e-newsletters, highlighting important information about Reunion weekend and class gifts. Please submit information 1-2 weeks in advance; deadlines will be communicated to the Reunion Gift Chair and Managers.



Reunion classes will receive an appeal letter in November from Linda Friedrich '89, The Bryn Mawr Fund Chair. Appeals from class chairs can be sent out in addition to the regular e-newsletters and direct mail appeals. Please be aware that due to the quantity of communications our office sends out, it may take several weeks for a finalized class appeal to go out.

“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
Member of Alumnae Association Executive Board*

FY19 REUNION CLASS GIFT TOTALS

Reunion Year 2019	Grand Reunion Total	BMF 2019	2019 Class Giving Participation
5th	\$17,841	\$5,050	30%
10th	\$76,588	\$13,854	28%
15th	\$198,550	\$30,397	41%
20th	\$277,791	\$34,828	40%
25th	\$1,461,869	\$144,118	44%
30th	\$419,212	\$105,562	46%
35th	\$537,000	\$118,600	39%
40th	\$1,327,109	\$180,902	42%
45th	\$682,015	\$167,967	49%
50th	\$2,180,019	\$269,136	50%
55th	\$3,008,679	\$237,765	50%
60th	\$6,497,909	\$84,628	64%
65th	\$687,341	\$169,875	54%
70th	\$60,047	\$1,800	17%

TIPS ON SOLICITING CLASSMATES FROM SEASONED VOLUNTEERS

- >> Do your “homework” before contacting your assignments. Review the information on all classmates you are contacting found in our new Volunteer Management System.
- >> 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 past support and/or involvement with the College!
- >> Try to connect your classmate’s experience to that of students currently at the College.

- >> Use your social media outlets 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 make an increase and/or suggest a corporate matching gift to move up 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 that Bryn Mawr’s core mission and values of educating the brightest students from all backgrounds remain the same. The College has also seen a surge in applications and the most selective admissions rate since the College started keeping records more than 50 years ago.

>> **“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 my 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/i participation.

>> **“I support other causes.”**

Tell them there is a good chance that there is a Bryn Mawr student using this education to advance the issues they care about. Bryn Mawr was ranked #4 among the Best Women’s Colleges in America and #5 among the Most Diverse Colleges in Pennsylvania by *Niche* in 2019.

EXPLORE THE MANY WAYS TO MAKE A GIFT

APPRECIATED SECURITIES:

Receive a charitable tax deduction and avoid capital gains taxes.

CASH:

Have an immediate impact and receive the maximum charitable tax deduction. Cash gifts can be made via mail or by phone.

CHARITABLE GIFT ANNUITY:

Receive a fixed stream of income for life and an immediate charitable tax deduction.

BRYN MAWR GIFT ANNUITIES - SINGLE-LIFE RATES

Age 65	Age 70	Age 75	Age 80	Age 85
5.1%	5.6%	6.2%	7.3%	8.3%



CHARITABLE TRUST:

Transfer cash or stock to establish a charitable trust to provide income for life or term of years and receive a charitable tax deduction.

DONOR ADVISED FUND OR FAMILY FOUNDATION:

Recommend or direct gifts to Bryn Mawr College.

MATCHING GIFTS:

Increase the impact of your gift.

Find out if your employer matches gifts at www.brynmawr.edu/giving/matching-gifts.

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.

REAL ESTATE:

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

QUALIFIED CHARITABLE DISTRIBUTION (QCD) ALSO KNOWN AS IRA CHARITABLE ROLLOVER GIFT:

If you are 70 ½ and older, make a QCD gift to Bryn Mawr College and offset taxes on required IRA distributions.

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 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 million to The Bryn Mawr Fund and \$25.3 million to all funds in FY19. Consecutive giving helps ensure 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 reach into the Slade Society level.

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

THE SLADE SOCIETY GOLD MEMBERSHIP

Class Year	Years after Graduation	Slade Society Membership	Monthly Payments June 2019–May 2020 (12 months)
2010	10	\$1,000	\$83.34
2011	9	\$900	\$75
2012	8	\$800	\$66.67
2013	7	\$700	\$58.34
2014	6	\$600	\$50
2015	5	\$500	\$41.67
2016	4	\$400	\$33.34
2017	3	\$300	\$25
2018	2	\$200	\$16.67
2019	1	\$100	\$8.34

When talking to your classmates, remember:

Consistent giving: Bryn Mawr relies on unrestricted support each year. Currently, **32% of our alumnae/i 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/i after a Reunion year to encourage ongoing participation.

Leadership Giving: Growing Slade Society membership during the Campaign is important. Slade Society members represent about 11% 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

Alumnae/i and friends have the opportunity to support future generations of students at Bryn Mawr through their participation in The Taylor Society. The Taylor Society honors and recognizes 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. 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>.



BRYN MAWR FUND VOLUNTEER WEB PAGES

Bryn Mawr Fund volunteers have access to their own web pages at 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 useful in contacting calendar year-end and fiscal year-end donors.

>> **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 but lapsed 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.

BRYN MAWR FUND STAFF LIAISONS

Mary DiMarino

Director of Annual Giving
(50th Reunion)
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Christie Kenney

Associate Director of Annual Giving
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Alexis McDonald '17

Assistant Director of Annual Giving
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Diane McLaughlin

Annual Giving Volunteer Fundraising Manager
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Sarah Weinstein

Bryn Mawr Fund Associate
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610-526-5127



Family Leadership Council

The Family Leadership Council (FLC) is comprised of parents and family members of students and alumnae/i who annually support the College by joining the Slade Society with a leadership level gift (\$2,500 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 of the College as well as members of the faculty and staff.

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.
- >> 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 FLC meetings and conference calls—the first meeting during Family Weekend in the fall and the second during the spring semester.
- >> Attend presentations by College administrators and provide them with a parent's perspective.

STAFF LIAISON TO FAMILY LEADERSHIP COUNCIL:

Amanda Chudnow '03

Director of Family Giving

achudnow@brynmawr.edu

610-526-5578

www.brynmawr.edu/family-giving

BRYN MAWR COLLEGE FAMILY LEADERSHIP COUNCIL 2019–2020

Nancy Siegel & Daniel Holeman **Family Leadership Council Chairs**

Tulsa, OK
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Bryn Mawr College Clubs: A Quick Reference Guide

Bryn Mawr's Clubs and Regional Groups help alumnae/i stay connected with one another and with the College. These groups are run by alumnae/i volunteers and reflect Bryn Mawr's core values of education, community, and service. The overarching goal of BMC Clubs is to connect alumnae/i within a defined geographic area to each other and to the College. Depending on your Club's size and resources, your programs should achieve some or all of these specific goals:

- Foster alumnae/i connections through events and community service
- Support the College by helping recruit students for the Admissions Office
- Create professional opportunities through career networking
- Make Bryn Mawr's name visible through community service projects.

For a current list of Clubs and Regional Groups see: http://bit.ly/BMC_Clubs

STRUCTURE & TYPES OF BRYN MAWR CLUBS

Clubs function within a general structure of seven regions throughout the world, and under the umbrella of the Alumnae Association. Clubs focus their activities on specific geographic areas and are (usually) named after the major city within that area, such as Houston, New York City, Boston, etc.

The Alumnae/i Relations and Development (ARD) Office has established four types of Clubs for engaging alumnae/i regionally: Tier One Clubs, Tier Two Clubs, Tier Three Clubs, and the Regional Groups. Each model has a different set of expectations in its structure and activities. Remember to consider the level of resources (volunteers, time, money, energy) within your group as you are determining the type of Club that is the best fit for the group. You can always exceed the required programming, but don't over-extend at the start!

TIER ONE CLUBS meet the following criteria:

- Engage alumnae/i through programming *six or more times a year*
- Communicate with the entire Club membership at least once a year
- Share summary of event participants and event outcomes with the ARD Office
- File end-of-year reports with the ARD Office
- Participate in Alumnae Volunteer Summit
- Dues (to support Club programming) are optional

TIER TWO CLUBS meet the following criteria:

- Engage alumnae/i through programming *two to five times a year*
- Communicate with the entire Club membership at least once a year
- Share summary of event participants and event outcomes with the ARD Office
- File end-of-year reports with the ARD Office
- Participate in Alumnae Volunteer Summit
- Dues (to support Club programming) are optional

TIER THREE CLUBS meet the following criteria:

- Engage alumnae/i through programming *once a year*
- Communicate with the entire Club membership at least once a year
- Share summary of event participants and event outcomes with the ARD Office
- File end-of-year reports with the ARD Office
- Participate in Alumnae Volunteer Summit
- Dues (to support Club programming) are optional

REGIONAL GROUPS & AMBASSADORS

Regional groups are organized by alumnae/i who live in geographic areas with fewer than 50 alumnae/i that do not have an organized Club. Regional Groups gather for *occasional events*. For example, Regional Groups can meet for a formal program, such as a faculty speaker, or just to get together for coffee informally. ARD staff provides the names of alumnae/i living in a geographic area for those who are interested in Regional Group activities. Alumnae/i who organize Regional Groups are called Alumnae/i Ambassadors.

Additionally, Clubs with wide geographic boundaries and alumnae/i who are spread throughout the boundaries may also identify Ambassadors to facilitate engagement opportunities for a specific area within the Club's boundaries. Regional Groups meet the following criteria:

- Engage alumnae/i occasionally
- Do not collect dues (events are self-funded)
- Share a summary of event participants and event outcomes with the ARD Office
- Are not required to file end-of-year reports with the ARD Office
- Participation in Alumnae Volunteer Summit is optional

ALUMNAE/I RELATIONS AND DEVELOPMENT SUPPORT

Whether you are looking to organize a new Club or group, re-vitalize an inactive one, or informally engage alumnae/i in your area, we are here to support you. The ARD Office can assist you in connecting with alumnae/i in your area and executing exciting events. The following support and services are provided:

- **Club President Listserv:** An online community for Club leaders linked through email.
- **Alumnae Volunteer Summit:** Training for Club leaders provided at Alumnae Volunteer Summit.
- **Alumnae/i Connections:** The ARD Office will broadcast Club/group events across the globe, via Alumnae/i Connections, a bimonthly event e-calendar.
- **E-Broadcasts and E-Newsletters:** The ARD Office will send e-newsletters and e-invites to a Club's constituency on behalf of the Club.
- **Athena's Web:** An online community for the Bryn Mawr alumnae/i. This secure site allows each alumna/us the opportunity to post their own profile and photos, invite other BMC friends into their network, link a personal blog feed, and find interest groups.
- **Club Websites:** The College will host your Club site on the Bryn Mawr College server or put a link to your Club site on the Association's homepage.



ORGANIZING A BRYN MAWR CLUB OR REGIONAL GROUP

Any alumna/us interested in starting or growing a Club should email Clubs@brynmawr.edu to discuss the feasibility of the new group.

The following steps are recommended for new Clubs:

- Contact the ARD Office for a list of alumnae/i in the geographic area.
- Recruit a core organizing group (3-10 alumnae/i) to talk about what alumnae/i needs could be met by the Club, what kind of activities you'd like to host, and what goals you have for the group.
- Determine which type of Club will work best for your area (See the Type of Clubs section). Consider the group's resources (volunteers, time, money, energy) when selecting a specific type. Remember, you can always exceed the required programming, but don't over-extend at the start!
- In consultation with the ARD Office, decide on the Club's name (names that specifically identify a geographic region or city work well in helping alumnae/i identify the Club that is most proximate to them).
- Plan your first event; the ARD Office will help publicize the event through Alumnae/i Connections.
- After your first meeting or event, be sure to update the ARD Office.

YOUR ARD STAFF MEMBER & ALUMNAE ASSOCIATION EXECUTIVE BOARD REPRESENTATIVE ARE HERE TO SUPPORT YOU!

Cynthia Washington

Associate Director for Clubs & Regional Groups
cwashing@brynmawr.edu
610-526-5233

Susan K. Flinn

Alumnae Association Executive Board
susan@susanflinn.com
202-560-0308



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 with questions, and don't forget to keep an eye on our website www.brynmawr.edu/alumnae/reunion for the latest information.

II. REUNION 2020 WEEKEND AT A GLANCE (Subject to change)

FRIDAY, MAY 29, 2020

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	1970 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, MAY 30, 2020

7-9:30 am	Breakfast
8 am-5 pm	Registration
8:30 am-12:30 pm	Kids Camp Session 1
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	5th Annual Bryn Mawr Beer Garden
6-8:30 pm	1950 & 1955 Champagne Toast & Dinner
6:30-10 pm	Kids Camp Session III
7 pm-8:30 pm	All-class Dinner
7-8:30 pm	1995 25th Reunion Dinner
8:30-9:30 pm	GOLD Quizzo
8:30-10:30 pm	Screening of "The Philadelphia Story"
9 pm-11 pm	Dance Party

SUNDAY, MAY 31, 2020

7-9 am	Breakfast
8-9 am	1950 & 1955 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 a Class Reunion Committee (one year prior to Reunion)**

Recruit planning committee to work alongside Reunion Manager(s). Look to represent multiple social and affinity groups in your class.

Attend Alumnae Volunteer Summit on the Bryn Mawr campus

>> **Assign committee member or subcommittees to manage the following, if needed:**

Drafting of class communications 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**

Contribute class-specific updates to the Reunion e-newsletter or class letters

Personal phone calls, emails, and/or handwritten notes

Create or maintain class social media pages (Facebook, Google Group, WeChat) and update with relevant information as it is confirmed

Organize a pre-reunion regional event in your area to get people together and excited, if desired

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 submit any feedback to Reunion Managers

Turn over leadership to new class officers and act as a resource for future reunion planning

V. DETAILED PLANNING SCHEDULE

OCTOBER

Reunion Managers and/or Class Presidents will draft a fall reunion message to be included in the Reunion e-newsletter to your classmates. This newsletter will be emailed to those with current email addresses in our database and mailed via USPS to your classmates who prefer paper. 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 2020, May 29-31
- 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 (if applicable), hospitality suite preparations, and more. You may want to schedule a round of conference calls or in-person meetings for the reunion committee and other reunion volunteers 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

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 budget, 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, if applicable

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 an update in the Reunion e-newsletter or compose a class letter to your classmates. This communication 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: THIRD 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:

- 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 29

Arrive on campus beginning at 8 am to set 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, MAY 30

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, MAY 31

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. 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.

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. When considering nominees, consider reaching beyond your own social circle to other classmates to be as inclusive as possible in your class officer positions. For your reference, a sample election sheet and descriptions of roles 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. To include more classmates in the election process, class officers can offer electronic voting options including, but not limited to, a poll sent out before Reunion or setting up an online meeting option during 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 budget. 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 to facilitate the invitation. Please submit all requests by early March so the faculty member has enough notice and can plan their schedule accordingly. 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.

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.

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 several 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:

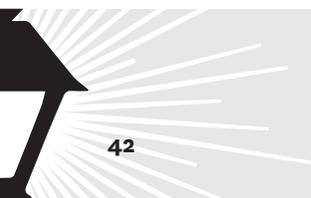
- Purchasing the appropriate supplies for the Hospitality Suite
- Maintaining stock of necessary supplies
- Ensuring safety and cleanliness of the suite (e.g. coffee makers are switched off, spills are mopped up, etc.)
- Ensuring that there is a safe atmosphere for guests and children at all times. This 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, a student worker 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 budget.

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 and healthy alternatives (e.g. gluten free, sugar free)?
- 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?

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 may 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 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 that will have to be brought with you.

- 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 beverages, 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 beverages or contribute snacks if the class budget 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 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 budget, 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
- Arranging golf cart pick-up to and from the dorms to events, if needed
- 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 their work.

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 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 February 7, 2020 to ensure delivery by Reunion weekend and inclusion in Reunion registration.

PURCHASING

If your class chooses to order a memento from your own vendor, class officers should place those orders directly and submit an itemized receipt during Reunion for reimbursement from your class budget.

If you are placing the memento order on your own, please plan to have all your items arrive on campus by Friday, May 29 at 9 a.m. All mementos will be distributed 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 budget, 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 budget 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 budget. If you have an excess of items that did not sell, the cost of these unsold items will be charged against your budget.

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, digital or print, 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 budget. 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 we encourage each reunion committee to decide early in the Reunion planning process whether they would like to include a Reunion Book. Be sure to inform the Alumnae/i Relations staff if your class is considering a Book.

GATHERING CONTENT

If your class is interested in creating a Reunion Book, you can send a request to your classmates for biographical information in the Reunion e-newsletters (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 in a fall issue of the Reunion e-newsletter. If necessary, re-send the questionnaire in spring issues of the e-newsletter or a separate class letter. Responses should be directed to the Reunion Manager(s) or a designated member of your reunion committee.

The designated member of your committee can compile the returns in a style of their 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 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 budget.

XII. CLASS BUDGET AT REUNION

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

MONEY IN

Your class budget is funded by Reunion attendance for your class. A portion of each classmate's registration fees is credited to your class budget.

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

Thus, the easiest way to grow your class budget 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.

MONEY OUT

Expenses incurred by class officers related to Reunion planning and Reunion Weekend activities are reimbursed from the class budget. 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) parents traveling with small children; 3) maintain families in close contact; 4) all other requests (based on receipt date).

Every effort is made to ensure classes stay in the same dorm. Due to record-breaking attendance at Reunion, class dorm assignments will not be announced or finalized until after registration closes in May.

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. 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 designated for the handicapped or marked off with cones by 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 29. 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 Hall. 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 COMMUNICATIONS

The Reunion e-newsletter will be the primary form of Reunion related communications. The e-newsletter is a joint communication from the Reunion Gift Committee and the Reunion Managers. Members of the Reunion Committee can provide content to the e-newsletter. Deadlines will be communicated to the Reunion Gift Chair and Managers one–two weeks in advance of the e-newsletter distribution.

Class letters are not required to be sent; the Reunion e-newsletter will have space to include class specific updates the Reunion Committee would like to share (e.g., announcement of a Reunion book, a class giving challenge, a special class event during the weekend.) Individual class letters can be sent out in addition to the newsletter. Please be aware that due to the quantity of communications our office sends out, it will take one–two weeks for a finalized class letter to go out to the class. Class letters will be proofed for content, and minor edits will be made when necessary. 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. Sample letters are available upon request.

CLASS LANDING PAGES

The College has launched individualized online landing pages for each alumnae/i class, which you can view at www.brynmawr.edu/alumnae/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 can vary by class depending on special class activities and meals.

In 2019, 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 2020 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 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 (!)

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 you the most?

SAMPLE CLASS OFFICER DESCRIPTIONS

Goal

To elect class officers during Reunion Weekend who are willing to serve and can be representative of the entire class.

Elected Positions:

Class President

Class President is the representative of the class to the College, including the Alumnae/i Relations and Development Office. The Class President leads your class and should hold at least one meeting per 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 (or an appointed representative) must attend Alumnae Volunteer Summit at Bryn Mawr College in the fall before a reunion year.

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 (or an appointed representative) must attend Alumnae Volunteer Summit at Bryn Mawr College in the fall before a reunion year.

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 College 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 communications, 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 philanthropically support Bryn Mawr. 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 staff at the conclusion of the class meeting.** You may want to make an additional copy for your own records. ****Positions may be shared****

President(s): _____

Class Editor(s): _____

Reunion Manager(s): _____

Songmistress(es): _____

Communications Manager(s): _____

Bryn Mawr Fund Chair(s): _____





GLOSSARY OF TERMS

Annual Giving/The Bryn Mawr Fund (BMF): This refers to unrestricted gifts made by alumnae/i, 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.

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.

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.

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

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 (see below) 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/i.

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.

