Fundraising Tools for Reunion and Black Alumnae/i Fund Volunteers
VOLUNTEER IMPACT

• The peer-to-peer advantage

• $1.4 million for The Bryn Mawr Fund

• Reconnecting to and re-engaging with other alums
Gift Committee
Job Description

• Select classmates for solicitations.
• Solicit classmates throughout the year using the GiveCampus platform.
• Attend at least one GiveCampus training session.
• If possible, commit to a stretch gift or pledge.
• Help identify classmates who might be able to join the Slade Society.
• Participate in Committee conference or Zoom calls.
• Communicate to your class goals and progress to goals.
• Thank classmates who have made a gift.
• If possible, attend Reunion May 27-29, 2022.
Spotlight

• Committee Recruitment
• Goal Setting
  • Mid year assessment
• Communications
  • Appeals from the College
    • Direct mail
    • Email
  • Reunion Newsletter
  • Social media

• Outreach periods suggestions
  • Giving Tuesday (Nov. 30)
  • End of calendar year (Dec. 31)
  • Give A Hoot Day (February)
  • Women’s History Month (March)
  • May Day
  • Lead up to Reunion (April/May)
  • BMC Traditions/Connections
CHALLENGES

• Well funded
• Unique dollars
• Straightforward
Class Giving Awards

• **Ellenor Morris ’27 Award** for the Highest Bryn Mawr Fund total.

• **Maisie Hardenbergh Dethier ’43 Award** for the highest Bryn Mawr Fund participation.

• **Barbara Auchincloss Thacher ’40 Award** for greatest improvement in Bryn Mawr Fund participation among GOLD Classes (ten most recent classes).

• **Archways Society Award** for the greatest number of Archways Society members (three or more years of consecutive giving at any level).
Ways of Giving

**Cash:** Immediate impact and maximum charitable tax deduction.

**Matching Gifts:** Increase the impact of a gift with corporate matching.

**Donor Advised Fund (DAF) or Family Foundation:** Recommend or direct gifts to Bryn Mawr College.

**Qualified Charitable Distribution (QCD):** If an alum is 70 ½ and older, they can make a qualified charitable distribution to Bryn Mawr College from an IRA and offset taxes.

**Appreciated Securities:** Receive a charitable tax deduction and avoid capital gains taxes.
Reunion Classes
5th, 10th, 35th, 40th, 45th
Sarah Weinstein
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15th, 20th, 25th, 30th
Christie Kenney
ckenney@brynmawr.edu

50th
Mary DiMarino
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55th, 60th, 65th, 70th
Diane McLaughlin
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Black Alumnae/i Fund
Tessa Bailey-Findley
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