The Value Of Our Volunteers

Greater Alumnae/i Engagement

We see a strong correlation with classes that have high giving and event participation. Personal outreach really moves the mark in getting someone to give or attend an event. Many volunteers are behind those efforts.

Greater Support for Students

Volunteers have opened doors with their classmates, sought out classmates to offer generous challenges, established class endowed scholarships, and have raised millions in support of Bryn Mawr students.
The Bryn Mawr Fund Goals

The purpose of The Bryn Mawr Fund is to provide a reliable and stable source of income annually for the College. This is what The Bryn Mawr Fund needs to raise over the next five years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Goal</th>
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<tbody>
<tr>
<td>FY16</td>
<td>$5,250,000</td>
</tr>
<tr>
<td>FY17</td>
<td>$5,325,000</td>
</tr>
<tr>
<td>FY18</td>
<td>$5,400,000</td>
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<tr>
<td>FY19</td>
<td>$5,475,000</td>
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<tr>
<td>FY20</td>
<td>$5,500,000</td>
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Without this revenue the College would need an additional $118 million in endowed funding to cover this gap annually.
Alumnae Engagement Goals

Our goal is always to have our reunion classes above average for alumnae attendance

- In 2015, 9 out of 14 classes had above average alumnae attendance

For much of what we do, goals are difficult to quantify

- We aim for all alumnae to feel connected to the College and know they are a vital part of the Bryn Mawr Community
Class Elections

• Elections take place every five years at the class meeting at Reunion
• Encourage people to get involved!
  – Engage more classmates
  – Avoid burnout
  – Get fresh ideas
Growing Alumnae Participation
Our Biggest Obstacle

Alumnae donors account for over 75% of Bryn Mawr’s donor base and 82% of our contributed dollars. The College relies on this loyal support each year.

14,187 = Solicitable Alumnae in FY16
5249 = Gave in FY15 (38%)

The number of alumnae we solicit has increased rapidly in recent years causing us to need more alumnae donors in order to sustain our current percentage of alumnae donors.

Alumnae participation is a key indicator to prospective students, foundations and ranking organizations of how the alumnae as a group feel about the College today.

Our biggest obstacle is that not all alumnae donors give every year. In fact, only 42% of our alumnae donors give consecutively. To increase 1% we need 142 additional donors this year. We implore our volunteers to help move this mark.

5391 = Needed in FY16 to stay 38%
5532 = Needed in FY16 to reach 39%
142 = 1%

These numbers represent gifts to any fund.
Strong Correlation between Event Participation and Giving (FY 2015)

% Donors to the College

- Event Participants (N = 2563): 61%
- Event Non-Participants (N = 19032): 24%

Event Participants - % Donors to the College by Specific Event

- Reunion Attendees (N = 719): 85%
- Travelers (N = 142): 80%
- Alumnae Volunteer Summit Attendees (N = 158): 92%
- Presidential Event Attendees (N = 910): 69%
- GOLD Event Participants (N = 246): 51%
- Career Event Participants (N = 703): 41%
- Other Event Participants (N = 485): 58%
Volunteer Giving

Volunteer Donors = 715
Bryn Mawr Fund = $1,182,487
All Funds = $4,641,327

We are very grateful for all of the time and effort our volunteers give, including the $1.1 million donated to The Bryn Mawr Fund in fiscal year 2015. Approximately 22% of the total donated came from Bryn Mawr volunteers.

Last year 715 class volunteers collectively gave over $4.6 million to support the College and its students. However, 153 of our class volunteers did not make a gift. Let’s make volunteer giving participation 100% this fiscal year.
Volunteers are our biggest source of inspiration in keeping your classmates connected to and supporting the College. These are just a few examples of some recent classes who have had strong volunteer outreach.

• **1962**: Won three giving awards, including participation in a non-reunion year. Supported by a gift committee of 12 volunteers.

• **1963**: Giving and planning committees worked together to make sure every classmate got a personalized phone call. Had 72 alumnae attend their 50th reunion – above average - and received the award for highest giving participation.

• **1982**: Launched a three-year reunion challenge and their giving continues to grow. Supported by a committee consisted of 7 volunteers.

• **1990**: Increased participation 29% to 47%, increased dollars $88,000 to $143,000 and won the Wine Challenge at Reunion. Supported by a Reunion Gift Committee of 12 volunteers. Had a six-person reunion committee and the second-highest overall attendance for their 25th reunion with 93 alumnae attending. Their scarf continues to be a big hit.

• **2005**: Set a goal to break the 10th reunion attendance record and did it with a whopping 97 alumnae – the highest attendance of any class in 2015 accomplished with constant outreach and communication with their classmates. Received the GOLD Award for Improvement in Participation. Gift Committee was composed of 11 volunteers.