Reunion Gift Committees

Volunteer Summit 2020
IMPACT

- Additional $400 - $500K
- $1.4 million for The Bryn Mawr Fund
- Inspires philanthropy
- Reconnecting with classmates and the College
• Committee Recruitment
• Goal Setting
• Assignments
• Outreach Periods
  • Giving Tuesday (December)
  • Give A Hoot (February)
  • Women’s History Month (March)
  • Lead up to Reunion (April/May)
• GiveCampus Training
• Encourage pledges to sustain the $6+ million BMF
• Thank your classmates
COMMUNICATIONS

From TBMF

3 direct mail appeals (+ post card)
Strategic emails

From Reunion Committee

Reunion Newsletters
REUNION PLANNING

One of the many things we talked about was the topic and structure for our class discussion on Saturday afternoon, a highlight of the weekend. One of our classmates suggested that the conversation should be forward-looking rather than retrospective given that many of us are at an inflection point in our lives—retiring, downsizing, grandparenting, looking for the next chapter, continuing to evolve in our careers, trying the one more big thing that we haven’t done, really thinking that we may have thirty years left on the outside and what are we going to do with it, etc.

CLASS GIFT

Your Reunion Gift fundraising committee is busy planning a campaign like the very successful one we had five years ago. In 2014, a matching challenge of $74,000 from some of our class’ most generous donors helped us exceed our goal, raising $162,979 from 102 donors! Stay tuned for updates from the committee in coming months. You will be hearing from them!
CHALLENGES

• Well funded
• Challenge pool
• Challenge gift should be “unique”
• Straightforward
• Inspiration
CHALLENGE EXAMPLES

1. Play on Words
2. Anonymous Last Minute
3. Participation!
Ways of Giving

**Appreciated Securities:** Receive a charitable tax deduction and avoid capital gains taxes.

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

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

**Matching Gifts:** Increase the impact of your gift.

**Qualified Charitable Distribution:** If you are 70 ½ and older, make a qualified charitable distribution (QCD) to Bryn Mawr College from your IRA and offset taxes.

*For more information on ways to give go [here](#).*
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).
BMF Liaisons

- 5th & 10th
- 15th, 20th, 25th, 30th
- 35th, 40th, 45th
- 50th
- 50th, 60th, 65th, 70th

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