MAKING THE CASE

“Now, more than ever, our support is truly making a difference in students’ lives and the College’s ability to adapt to this unique moment in time. One of the roles of The Bryn Mawr Fund has always been to serve as our de facto “emergency fund” and never more so than right now.”
– President Kim Cassidy, March 2020 appeal

The purpose of The Bryn Mawr Fund has always been to provide a reliable source of revenue that offers stability for the College and its students. Since the public phase of the Campaign began in September of 2016, The Bryn Mawr Fund has stood as a pillar of the Defy Expectation Campaign, generating over $6 million each year. Collectively, gifts to The Bryn Mawr Fund from loyal supporters represent the largest contribution to Defy Expectation to date.

Now more than ever, we need this vital funding to keep Bryn Mawr strong for current students and future generations of Mawrters. In addition to meeting the full cost of educating our students, The Bryn Mawr Fund also provides critical support for unanticipated expenses. Given ongoing uncertainty, The Bryn Mawr Fund will play an even more important role going forward, helping the College with:

1. **Immediate use funding:**
   The Bryn Mawr Fund is unrestricted, which means it allows us to allocate money immediately where the College and our students need it most, including financial aid and scholarships.

2. **Unanticipated need mitigation:**
   In the past, unanticipated needs have been caused by severe snowstorms, facility malfunctions, and stock market volatility. Now, we are adjusting to a global pandemic and working to ensure that our faculty, students, and campus are safe and able to continue teaching, learning, and growing.

3. **Reliable and sustainable revenue:**
   The Bryn Mawr Fund is used for everything from funding student financial aid, to supporting faculty and academic programming, to keeping the lights on and maintaining our beautiful buildings and campus. It also helps to cover the increased costs absorbed by the College to educate and provide for our students. Without the $6 million we raise annually, the College would need an additional $118 million (approximately) in the endowment.

In the face of change, our faculty and staff are deeply committed to fulfilling our educational mission – a mission that donors to the Defy Expectation Campaign have helped to carry forward and The Bryn Mawr Fund will help to sustain. For this reason, we have decided to extend Defy Expectation for an additional year, with a focus on The Bryn Mawr Fund as the College’s most important funding priority. The Bryn Mawr Fund will allow us to harness the Campaign’s forward momentum on behalf of our students who need us more than ever.
Defy Expectation has always been about more than the dollar goal. It has been about the pride of the entire Bryn Mawr community – our alumnae/i, our students, our families, and our friends – in the College and its impact on our lives. It has been about ensuring that the academic excellence and innovation of our faculty; the intellectual and experiential pursuit of our students; and the special sense of place that is our campus can continue to thrive.

Annual gifts of all sizes to The Bryn Mawr Fund are important because they collectively add up to provide an even greater foundation of support for our students and the College. When we come together as a community, we have the greatest impact, today and every day. This is your Bryn Mawr Fund because this is your Bryn Mawr. Your support as a fundraising volunteer is essential and inspires classmates to give back to the College. If you have not already done so and are able to at this time, please make your gift today at [www.brynmawr.edu/makeagift](http://www.brynmawr.edu/makeagift).

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Number of Undergraduate Alumnae/i Donors</th>
<th>Undergraduate Alumnae/i Participation</th>
<th>Undergraduate Alumnae/i Dollars to The Bryn Mawr Fund</th>
<th>Total Bryn Mawr Fund Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>5011</td>
<td>35%</td>
<td>$4,652,233</td>
<td>$5,377,799</td>
</tr>
<tr>
<td>2017</td>
<td>4910</td>
<td>34%</td>
<td>$5,518,301</td>
<td>$6,333,164</td>
</tr>
<tr>
<td>2018</td>
<td>4686</td>
<td>32%</td>
<td>$5,364,319</td>
<td>$6,463,008</td>
</tr>
<tr>
<td>2019</td>
<td>4841</td>
<td>34%</td>
<td>$5,001,801</td>
<td>$6,100,315</td>
</tr>
<tr>
<td>2020</td>
<td>4216</td>
<td>29%</td>
<td>$5,296,100</td>
<td>$6,400,083</td>
</tr>
</tbody>
</table>

In Fiscal Year 2020, we saw a significant participation drop due to current challenges, which makes your role as a fundraising volunteer even more important to tell peers that a gift at any level supports students and the College.

Average alumni annual fund giving rate comparison to peers in Fiscal Year 2019

- Barnard College (NY): 21%
- Bryn Mawr College (PA): 31%
- Haverford College (PA): 36%
- Mount Holyoke College (MA): 31%
- Smith College (MA): 30%
- Swarthmore College (PA): 34%
- Wellesley College (MA): 44%
TOP REASONS TO MAKE A GIFT

- Gifts of any amount collectively make a significant difference.
- Students require financial assistance and our gifts help Bryn Mawr remain committed to fulfilling 100% of their demonstrated need.
- I give to help make experiences that were negative for me more positive for current and future students.
- Because a classmate encouraged me: People are more likely to give when they are asked by a classmate or volunteer.

VOLUNTEER CALENDAR

*(Vol=Volunteer activity, BMF=Office of the Bryn Mawr Fund activity)*

September
>> Vol: Make your Bryn Mawr Fund gift
>> BMF: Solicitation #1 mailed in mid-September

October
>> Vol: Participate in Volunteer Summit
>> BMF: GOLD Month
>> BMF: Solicitation follow-up emails

November
>> BMF: Solicitation #2 will be mailed mid-November

December
>> Vol: Contact classmates on #GivingTuesday, December 1
>> BMF: #GivingTuesday & calendar year-end emails
>> Vol: Thank year-end donors

February
>> BMF: Solicitation #3 will be mailed mid-February
>> Vol: Celebrate Give-A-Hoot Day by thanking classmates who have given

March
>> BMF: Solicitation follow-up emails and special initiatives
>> Vol: Reach out to classmates to encourage a gift during Women’s History Month

April
>> BMF: Solicitation #4 will be mailed mid-April

May
>> BMF: Fiscal year-end emails
>> Vol: Final outreach to LYBUNTS (Past Donors)
>> Vol: Thank fiscal year-end donors

*Remember that Bryn Mawr’s Fiscal Year ends on May 31.*
THE IMPACT OF GOLD GIVING
Did you know that GOLD alumnae/i, the 10 most recent graduating classes (2011–2020), represent almost 25% 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. Today’s GOLD classes are diverse and span the globe, representing Bryn Mawr’s future. GOLD month takes place every October and is an excellent time to encourage GOLD giving and participation: [www.brynmawr.edu/giving/gold](http://www.brynmawr.edu/giving/gold).

GOLD and Post-GOLD donors can have a significant impact by giving at special levels through the Slade Society: [www.brynmawr.edu/giving/membership](http://www.brynmawr.edu/giving/membership)

“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
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 and any additional relevant information
- Review monthly reports
- Chairs - Recruit a diverse group of committee members in the year leading up to your Reunion.
- Thank classmates who have made a gift, with special attention to new donors and those who do not give every year
- Attend Volunteer Summit in the fall, if you are able
- 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:

- Find lost alumnae/i and send us their new contact information
- Reach out to disengaged classmates
- Post on Social Media (Facebook, Twitter, Class blogs, etc.)
  - Promote giving (especially in October, December, May, and during Challenges)
  - 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 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 in the year leading up to your Reunion year
• 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
• Review and edit Reunion Newsletter content
• 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

See what last year’s classes did by clicking here

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 you would like to see included 1-2 weeks in advance; deadlines will be communicated to the Reunion Gift Chair and Managers.
TIPS ON SOLICITING CLASSMATES FROM SEASONED VOLUNTEERS

- Do your “homework” before contacting your assignments. Review the information on all classmates you are contacting.
- 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.
- 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!
- 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. Suggest matching gifts and monthly giving as a way to increase and sustain support – see Ways to Give for more information.

“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 Chair

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.

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

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. 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 and Post GOLD alumnae/i receive Slade membership at discounted rates.
For more information visit https://www.brynmawr.edu/giving/slade-society.

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

**WAYS TO GET INFORMATION FOR YOUR WORK AS A FUNDRAISING VOLUNTEER:**

**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/volunteertools. 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.

**REUNION VOLUNTEERS CAN ACCESS A NEW VOLUNTEER MANAGEMENT SYSTEM**
Reunion volunteers have an added benefit of being able to access GiveCampus, our digital fundraising platform. This program makes reunion volunteer work efficient and effective with the ability to choose assignments, send emails, make phone calls, and keep track of their work – all from one place! Volunteers need to register before they can enter the platform.

**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

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