MAKING THE CASE FOR THE BRYN MAWR FUND

Young women who graduate from Bryn Mawr College are poised to succeed whether it’s building their career, going on to graduate school, or striking out in their own unique way to make their mark in the world. The leaders of tomorrow are working today in the laboratories of the Marion Park Science Building, staging performances in the Marjorie Walter Goodhart Hall, studying in the Miriam Coffin Canaday Library, and pushing the limits of their minds in every corner of campus. Gifts to The Bryn Mawr Fund provide these students with the tools and experiences to take on the world.

There are four key areas where The Bryn Mawr Fund has an impact:

➢ Opportunities: The Bryn Mawr Fund provides financial aid, internship, and research funding

The Admissions Office is seeing a rise in applications, allowing the College to be even more selective. But the need for financial aid is also rising, and tuition and fees only cover about half the cost of a Bryn Mawr education. The gifts of generous alumnae, parents, and friends of the College help cover the rest. Internships give students opportunities to experience their studies hands-on whether it’s exploring an archeological dig in Tunisia, assisting teachers in an impoverished neighborhood elementary school, or interning in the office of a Fortune 500 company.

➢ Innovation: Course and faculty development

World class education demands superior professors and cutting-edge curricula. The Bryn Mawr Fund supports faculty recruitment and development and the innovative courses that are so important to academic life at Bryn Mawr. Committed professors offer students rich, rewarding and inspiring classroom experiences. Curricular innovations such as the 360° program offer students the chance to participate in a cluster of courses that examine a topic across disciplines.

➢ STEM

Science, Technology, Engineering and Math are growing fields with great need for bright young minds. Thirty percent of Bryn Mawr students major in mathematics and the natural sciences, more than three times the national average for women. Bryn Mawr received high praise and accolades for this significant accomplishment from the American Mathematical Society which awarded the College in 2012 for its exemplary program and for the great dedication and passion of Bryn Mawr’s math faculty. Bryn Mawr students majoring in math and science now have an opportunity to earn a master’s degree in engineering from the University of Pennsylvania’s School of Engineering and Applied Science with only one additional year of study. Additionally, the Bryn Mawr Computer Science Department has teamed with Georgia Tech in a Microsoft Research program to work on Robotics. A Bryn Mawr Fund gift directed towards STEM helps to propel young women into these important fields.

➢ Greatest Needs

The Bryn Mawr Fund attends to the College’s most basic and immediate needs. From lighting the pathways for students, operating the Blue Bus, tending the grounds and keeping the buildings in tip top shape, The Bryn Mawr Fund helps the College serve its students on a day to day basis.
REUNION GIFT COMMITTEE DUTIES:
→ Make a gift or pledge to The Bryn Mawr Fund before soliciting classmates
→ Work with your Bryn Mawr Fund staff liaison to develop Reunion class gift and participation goals
→ Participate in conference calls
→ Determine best strategy for soliciting gifts and solicit your assigned classmates
→ 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 (May 30-June 1)

REUNION GIFT CHAIR (ADDITIONAL) DUTIES:
→ Identify and recruit gift committee members
→ Solicit Reunion Gift Committee members
→ Lead and mentor Reunion Gift Committee members throughout the year
→ Draft Reunion Gift Committee appeals
BRYN MAWR FUND VOLUNTEER DUTIES:

→ Make a gift or pledge to The Bryn Mawr Fund early before soliciting classmates
  
  Consider making a multi-year pledge leading up to your next Reunion

→ Work with the Development Office to determine dollar and participation goals for your class

→ Solicit your classmates
  
  Yearly letter from Bryn Mawr Fund Class Chairs
  Emails and phone calls to individual classmates

→ Report feedback to your Bryn Mawr Fund staff liaison
  
  Pledges and gifts
  Contact information changes
  Any additional relevant information

→ Review monthly reports

→ Recruit gift committee members

→ Thank classmates who have made a gift, with special attention to new donors and those who do not give every year, to encourage consistent giving

→ Attend Alumnae Volunteers Summit in the fall

→ Participate in conference calls, webinars and online trainings

ADDITIONAL WAYS TO INCREASE INVOLVEMENT:

→ Find lost alumnae

→ Reach out to disengaged classmates
  
  Invite them for coffee/lunch to talk about the latest BMC news
  Bring them back to campus for an event, or attend a regional event in your area

→ Post progress-to-goal updates on Social Media
  
  Facebook, class blogs, Twitter
  Encourage class notes submissions

→ Be a mentor for an inexperienced class chair

See back for Reunion Gift Committee Volunteer Responsibilities
Bryn Mawr volunteers find volunteering enjoyable because of the bonds they make with their classmates and because they want to remain closely connected with the College. Combining these interests is the basis of the best communications. Learn more about being a Bryn Mawr Fund volunteer online at www.brynmawr.edu/giving/bryn-mawr-fund/volunteer-tools. Recruit a committee and spread the love.

BEFORE THE CALL
→ Make your own Bryn Mawr Fund commitment. It will add to your credibility and persuasiveness.
→ Keep current on campus activities and get updates on the latest Bryn Mawr student and faculty achievements by visiting the Bryn Mawr website or calling your staff contact. Bryn Mawr’s monthly E-News and President Cassidy’s blog are great ways to stay informed.
→ Do your “homework” before contacting your assignments. Review the information on the online volunteer reports and on the contact report provided by your Bryn Mawr Fund staff contact. Take a few moments to browse Facebook or inquire through other friends or classmates about any news regarding the alumna you are about to contact.

Tips from our volunteers
→ Be aware of your friends/classmates’ life schedule (work hours). The best time to talk about volunteering or donating is when it feels natural to do so. Talk about Bryn Mawr memories or about upcoming traditions. (from the Class of ’09)
→ Email your classmates first, telling them you will call and why, and ask them to let you know when the best times are to talk. (from the Class of ’82)

DURING THE CALL
→ Verify contact and demographic information. This is a great ice-breaker and helps Bryn Mawr to keep its directory updated.
→ Thank them for their past support, celebrating items like significant increases and/or an impressive number of consecutive years of giving.
→ Tell them positives about Bryn Mawr. Bryn Mawr is grounded in its mission to provide women with a rich and fulfilling liberal arts education. Bryn Mawr is a leader in educating women in the science, technology, engineering, and mathematics (STEM) fields, and in creating new innovative programs like the 360° cluster courses. Scholarships are as important as ever to recruit and retain the very best students.
→ When making the ask, reinforce the importance of giving consistently at a level comfortable for them. Ask them to consider making their annual gift a multi-year commitment leading up to their next Reunion.
→ Thank them for taking the time to talk and especially for their generous support!

Tips from our volunteers
→ Don’t be too pushy. I have found that a simple request during an email or phone call gets a response. (from the Class of ’52)
→ Try to connect your classmate’s experience to that of students currently at the College. (from the Class of ’64)
→ Use your Facebook page to plug giving. It’s easy to build real-time momentum on how your class is performing. (from the Class of ’06)
→ For Reunions, it’s always preferable to talk to people by phone and start by schmoozing. Then encourage them to come to Reunion. (from the Class of ’67)
→ Ask your classmate to increase her gift and/or suggest a corporate matching gift to move her to a higher gift club category. Ask if her spouse or partner has a matching gift program that might be used as her matching gift. (from the Class of ’82)
VOLUNTEER CALENDAR

Use this 2014 – 2015 Volunteer Calendar as a guide for volunteer communications

September
• Bryn Mawr Fund appeal mailed to alumnae

October
• Class letters due back to Annual Giving Office October 8th
• GOLD Giving Month! GOLD Volunteers call classmates

November
• Class letter mailed to alumnae week of November 7th
• BMF Conference call with guest speaker
• Volunteers call calendar year end LYBUNTS (December 2013 and before donors) and SYBUNTS (as a follow up to the class letter)

December
• Volunteers continue calling year end donors

February
• Volunteers thank donors in honor of Give a Hoot Day. Focus on people who increased their gift, gave for the first time, or came back after not giving for several years
• BMF Conference Call with guest speaker
• Bryn Mawr Fund appeal mailed to alumnae

March
• Reunion classes call classmates in advance of April mailings

April
• Bryn Mawr Fund appeal mailed to alumnae
• BMF Conference Call with guest speaker
• Volunteers call LYBUNTS and SYBUNTS for Class Color Competition and encourage giving on social media last 2 weeks of April

May
• Volunteers call as many LYBUNTS and SYBUNTS as possible

June
• Volunteers thank classmates who donated this year
As a Bryn Mawr Fund volunteer, you will receive bi-monthly emails with links directing you to your volunteer reports. These reports have been crafted to assist you with your duties as a volunteer and are important tools for thanking and soliciting classmates.

For security purposes you will be required to enter a username and password to access these reports.

Your username is: <<class(your class year)>>
Your password is: <<athena(your class year)>>

(Username and passwords are case sensitive and all lowercase.)

**ANNUAL FUND REPORT**

The Annual Fund Report, or Greensheet is updated monthly and shows Bryn Mawr Fund giving for all classes including the number of donors and participation percentages. It shows giving this year compared to the same time period in the previous year.

**CLASS GIVING DETAIL**

This Excel spreadsheet is refreshed nightly to give you current giving and contact information. It is a very large report that is designed to be used as an online tool. Please note that this report contains confidential information. Your assigned contacts will show up here along with the past five years of giving information for your classmates. It also includes the donors last gift date, pledges, and matching gifts.

You will see your classmates’ major on the far right of the report to help with points of interest when contacting them. You may sort this report to suit your purposes.

**MONTHLY DONORS**

These reports are run after the month ends, so current information will be for those gifts received in the previous month. Note the dates (especially year) at the top of the report page. Most volunteers refer to this report to thank classmates. Special thank you messages should go to those who increased their giving and are first-time donors.

**LYBUNTS AND SYBUNTS**

LYBUNTS are those donors who gave Last Year But Unfortunately Not This year. We ask you to contact these people before the calendar year ends and before the fiscal year ends while paying close attention to their last gift date. The SYBUNT list consists of donors, who over the last 5 years, have given Some Year But Unfortunately Not This year. Our goal is to motivate these people to become consistent donors. Please contact your Bryn Mawr Fund liaison for class contact reports.

**Coming Soon! Class Officers**

This report shows your class officers along with their contact information.

Please contact your Bryn Mawr Fund liaison for class contact reports.
REUNION AND POST REUNION ALUMNAE PARTICIPATION TRENDS

On average, more than 400 alumnae who give in their Reunion year do not give in the following year. To strengthen support for the College, it’s critical that alumnae give consistently, even in non-Reunion years.
## BRYN MAWR FUND PARTICIPATION 2004–14

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Alumnae Donors</th>
<th>Alumnae Participation</th>
<th>Alumnae Dollars to The Bryn Mawr Fund</th>
<th>Parent Dollars to The Bryn Mawr Fund</th>
<th>Graduate Dollars to The Bryn Mawr Fund</th>
<th>Total Bryn Mawr Fund Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>5522</td>
<td>41%</td>
<td>$4,032,510</td>
<td>$247,408</td>
<td>$245,793</td>
<td>$4,525,711</td>
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<tr>
<td>2005</td>
<td>5349</td>
<td>40%</td>
<td>$4,165,757</td>
<td>$213,166</td>
<td>$257,616</td>
<td>$4,636,539</td>
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<td>2006</td>
<td>5370</td>
<td>39%</td>
<td>$4,546,938</td>
<td>$374,607</td>
<td>$295,222</td>
<td>$5,316,899</td>
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<tr>
<td>2007</td>
<td>5053</td>
<td>36%</td>
<td>$4,895,243</td>
<td>$564,764</td>
<td>$294,690</td>
<td>$5,950,667</td>
</tr>
<tr>
<td>2008</td>
<td>5028</td>
<td>35%</td>
<td>$4,965,892</td>
<td>$355,170</td>
<td>$258,587</td>
<td>$5,683,340</td>
</tr>
<tr>
<td>2009</td>
<td>5172</td>
<td>35%</td>
<td>$4,208,650</td>
<td>$393,324</td>
<td>$251,166</td>
<td>$4,921,912</td>
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<tr>
<td>2010</td>
<td>5115</td>
<td>34%</td>
<td>$4,426,574</td>
<td>$312,501</td>
<td>$233,891</td>
<td>$5,061,926</td>
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<tr>
<td>2011</td>
<td>5179</td>
<td>40%</td>
<td>$4,541,674</td>
<td>$355,273</td>
<td>$222,687</td>
<td>$5,242,262</td>
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<tr>
<td>2012</td>
<td>5170</td>
<td>37%</td>
<td>$4,524,924</td>
<td>$332,229</td>
<td>$247,452</td>
<td>$5,232,044</td>
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<tr>
<td>2013</td>
<td>5019</td>
<td>36%</td>
<td>$4,561,888</td>
<td>$388,320</td>
<td>$220,400</td>
<td>$5,170,608</td>
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<tr>
<td>2014</td>
<td>5024</td>
<td>37%</td>
<td>$5,385,853</td>
<td>$346,298</td>
<td>$214,304</td>
<td>$5,406,053</td>
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</table>

Alumnae participation each year affects the College’s national ranking among liberal arts institutions. Alumnae donor participation rates are also a deciding factor in the College’s ability to receive grants and endorsements.
WAYS DONORS CAN MAKE THE MOST OF THEIR GIFTS

REUNION CLASS GIFTS
Reunion class gifts are announced each year on Reunion weekend. Each class announces their class participation, their total gift raised for The Bryn Mawr Fund, and their total giving to all funds over a five year period. Multi-year pledges add value to your Reunion class gift. A donor can sign up for a pledge any time leading up to their Reunion.

CONSECUTIVE GIVING
Research shows that the likelihood of a donor giving consecutively increases after a second annual gift, and even more so after a third annual gift. Recognizing and thanking a first time donor motivates them to give consecutively. Contact classmates who are approaching the anniversary date of their last gift (identified on your LYBUNT report) and tell them how important their gift to the College is. Follow your SYBUNT report to identify and contact those who donate sporadically.

Becoming a consecutive donor is simple and easy with the advent of spreading out a multi-year pledge for your next Reunion, and monthly giving.

AREAS OF IMPACT
Donating to one of the areas of impact in The Bryn Mawr Fund allows donors to direct their Bryn Mawr Fund support to what interests them the most.

FUTURE GIFTS
Bryn Mawr is strong today because each generation has supported those that follow. In addition to giving to Bryn Mawr today, many alumnae also choose to support the College through gifts that will support the greatest needs of Bryn Mawr tomorrow. For questions on making a gift through a bequest or other future gift, including gift annuities and trusts, contact Sonya Aronowitz, Senior Associate Director of Gift Planning at (610) 526-7842 or saronowitz@brynmawr.edu.
WAYS DONORS CAN MAKE THE MOST OF THEIR GIFTS

LEADERSHIP GIFTS
Roughly 74% of Bryn Mawr Fund dollars are contributed by members of The Caroline McCormick Slade Society, who represent 9% of Bryn Mawr Fund donors. Building a robust educational experience for future generations depends on consistent growth of leadership giving. Slade membership begins at $2,500.

* Thomas Scholarships are four-year term scholarships. Funding your term scholarship begins with a gift to The Bryn Mawr Fund of $5,000 per year for four years, for a minimum commitment of $20,000. Your Thomas Scholarship will provide direct tuition relief for Bryn Mawr students in need of financial assistance and counts toward Slade Society membership.

GOLD Slade – Graduates Of the Last Decade (GOLD) have the opportunity to join The Slade Society at discounted rates. Visit www.brynmawr.edu/giving/slade-society for more information.

ALUMNAE PARTICIPATION
Gifts below the Slade level gift are just as important. Last year, 91% of Bryn Mawr Fund donors gave less than $2,500. These donors collectively contributed $1.4 million to The Bryn Mawr Fund.

Alumnae participation is the cornerstone of The Bryn Mawr Fund. For many, The Bryn Mawr Fund is a donor’s first experience in giving to Bryn Mawr College. In fact, many of the College’s most generous donors started with smaller gifts to The Bryn Mawr Fund. Currently Bryn Mawr’s annual alumnae donor participation is 37%, however, over the last 3 years combined, 55% of our alumnae have made a gift at least once. A strong alumnae participation rate helps the College’s rankings and our ability to secure grants and endorsements from foundations.
GIVING VEHICLES

CREDIT CARD
Credit card gifts may be made online, over the phone, or on remittance forms enclosed with appeal letters.

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.

MATCHING GIFTS
You can double, or even triple, your gift with a matching gift from your employer or your spouse or partner’s employer. To make a matching gift please complete a matching gift form for your place of employment and send it to the Bryn Mawr Fund Office. Check employer matching gift programs at www.brynmawr.edu/giving/matching-gifts.

SECURITIES
If you would like to donate a gift of appreciated securities, please notify us of the incoming gift and we will supply transfer instructions. Contact 610-526-7380.

WIRES
Please call the Annual Giving Office for U.S. or international wire instructions. Contact 610-526-5127.
HOW TO MAKE A GIFT

PHONE
Pledges and credit card gifts can be made by calling The Bryn Mawr Fund Office Monday-Friday, 9am-5pm EST at 610-526-5127.

ONLINE USING A CREDIT CARD
Make a one-time gift or set up a recurring gift online at: www.brynmawr.edu/makeagift.

BY MAIL
Make checks payable to

Bryn Mawr College
101 North Merion Ave.
Bryn Mawr, PA 19010

Remember Bryn Mawr’s fiscal year runs from June 1 to May 31st. May 31st is the last day to make a gift or pay a pledge for the 2014-15 Bryn Mawr Fund.