Non-Reunion BMF Volunteers

Most unrestricted gifts to The Bryn Mawr Fund come from medium and smaller donors. Collectively these gifts make up ¾ of the funds received. Every year we need all of our volunteers to help us raise class participation.

- Concentrate on building habits of loyal participation from your classmates so that over time we’ve built a healthy base of loyal donors.
- Encourage monthly giving as an easy way to get in the habit of giving, and in many cases to grow the donation.
- Steward first-time donors (send a special thank you message)
- Look for the core donors in your class and communicate the impact of their gifts to motivate them to renew their support every year. Incentives like the Archways Society may be a motivator for some of your classmates and it is easy to become a member.
- Remind your classmates of all the fantastic students they support. The College’s web page contains plenty of inspiring student stories.
Non-Reunion BMF Volunteers

Volunteers who recently celebrated a Reunion:

• It is essential to stay connected with your classmates to keep your participation up. This is one of the areas where we see the largest drop in donors. Emphasize the power of collective giving and promoting consistent giving to help with your class participation.

• Especially post Reunion, it is important to thank classmates for their gifts. Thanking people is a great way to open the door to staying in touch and keep people connected.
Non-Reunion BMF Volunteers

Volunteers who will celebrate Reunion in the next couple of years:

• Think ahead to committee recruitment with an eye to diversity. New people can energize your efforts and bring new ideas to the table.

• Think creatively to find ways to connect alumnae to the College and let your classmates know how much their gifts matter. Personal notes, virtual coffees or drinks can connect classmates.

• Social media is a good place to reach out to disengaged classmates and find lost alumnae.