Possible Questions People May Ask

- Why Challenge the Volunteers?
  - On Average 25% of our alumnae volunteers do not financially support Bryn Mawr. This percentage represents approximately 220 to 280 volunteers a year. If these volunteers do give our alumnae participation rate would increase 1%-2%.
  - The alumnae giving participation rate is an important statistic that is looked at by prospective students and their families, grant makers and college ranking organizations. It is seen as an indicator of how confident alumnae are with the college today.
  - Volunteers who give inspire their classmates to give as well.
  - The Defy campaign also has a non-monetary goal of raising the alumnae participation rate and demonstrate the importance of giving every year because annual gifts of all sizes collectively add up and are vital to students today and the life of the College.

- Where is the Challenge Money Coming From?
  - The Challenge Money is coming the Alumnae Association as well as AAEB personal gifts.

- Which Volunteer Groups is this Challenge is being promoted to?
  - Bryn Mawr Fund
  - AAEB
  - Social Work Board of Advisors
  - Songmistresses
  - Class Presidents
  - Class Editors
  - Admissions Chairs
  - Class Communications Mgrs and Editorial Advisory Board
  - Reunion Managers & Event Committees
  - Club Presidents, Regional Ambassadors
  - Affinity Group Leaders
  - GOLD Committee

Marketing Plan

Challenge Structure:

- In an effort to encourage more volunteers to be loyal donors, the challenge will occur in two phases: The initial phase, launched at Volunteer Summit focuses on acquiring multi-year donor commitments. Then in February we will launch a single gift component to reach a record giving participation from these volunteers for the fiscal year.

Multi-Year Gift Component:

- Launched at Volunteer Summit and continues through May 31st.
- When a volunteer commits to a multi-year gift or pledge, $200 of challenge money will be contributed to The Bryn Mawr Fund on behalf of that donor’s commitment.

**Single Gift Component:**
- Will launch in Winter/Spring
- Large amounts of Challenge money will be awarded to Bryn Mawr when volunteer participation exceeds last year’s percentage and again when we reach a record participation.

**Challenge Parameters:**
- To count for the multi-year, recurring gift component we ask for a three-year commitment.
- If a volunteer is currently a recurring, multi-year commitment and wants to be counted they can either increase their pledged gift or extend the length of their commitment.
- Personal gifts or gifts via a DAF count towards participation, but Matching Gift pledge payments that are matched from an FY18 gift will not count.

**Promoting the Challenge:**
- We have created a special website for the Challenge ([www.brynmawr.edu/volchallenge](http://www.brynmawr.edu/volchallenge)) where volunteers can participate, promote the challenge and see results in real time. You can also find more information and this link on the College’s website in various locations in the Alumnae/i and Giving pages:
  - [https://www.brynmawr.edu/giving/volunteer-tools](https://www.brynmawr.edu/giving/volunteer-tools)
  - [https://www.brynmawr.edu/alumnae/alumnae-volunteer-opportunities-and-resources](https://www.brynmawr.edu/alumnae/alumnae-volunteer-opportunities-and-resources)
  - [https://www.brynmawr.edu/alumnae/alumnae-volunteer-opportunities-and-resources](https://www.brynmawr.edu/alumnae/alumnae-volunteer-opportunities-and-resources)
- The Challenge site has a Leaderboard of the key volunteer groups to create a sense of friendly competition.

<table>
<thead>
<tr>
<th>Class</th>
<th>Donors</th>
<th>Dollars</th>
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<tbody>
<tr>
<td>Bryn Mawr Fund Volunteers</td>
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<tr>
<td>Reunion Managers &amp; Event Committees</td>
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<td>Admissions Representatives</td>
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<td>Club Presidents, Regional Ambassadors</td>
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<tr>
<td>A&amp;EB</td>
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• We encourage volunteers be Advocates on the Challenge Site to further promote and offer additional challenges and matches that boost incentive. (See instructions to set up an account and become an Advocates).

• Special messaging will coincide with each appeal throughout the year from the College.

• In May, all BMF Volunteers will be asked to give a final reminder to their class volunteers who have not yet given.

• Special Announcement / recognition can take place at Annual Meeting of Reunion Weekend with special shout-out to Reunion volunteers, at 2019 volunteer Summit and possibly mention in Bulletin and or e-newsletter.

Messaging:

• The importance of Bryn Mawr women supporting women’s education

• The impact the alumnae participation rate has on Bryn Mawr and how volunteers can really move the needle in this way.

• Volunteers who give inspire their classmates by exemplifying what it means to be a fully engaged member of the Bryn Mawr community.
• The Defy campaign also has a non-monetary goal of raising the alumnae participation rate and demonstrate the importance of giving every year and that annual gifts of all sizes collectively add up and are vital to students today and the life of the College.