

Communications/Marketing/Fundraising Committee

December 2017 Report to the AAMC Board of Governors

Mission:

(Draft) To develop and implement strategic communications, marketing, and fundraising campaigns that deepen alumnae connections with the AAMC and Mills and increase the resources available to both organizations. Working in close cooperation with our College partners and other AAMC committees, we encourage alumnae to share their stories, serve as volunteers, attend events, display pride in their alma mater, and provide financial support through philanthropic giving and purchases of AAMC merchandise.

Members:

Chair: Dawn Cunningham

The chair aims to reach out to prospective members, including governors who have indicated an interest in participating, and convene an initial meeting of the committee before the February board meeting. Governors who have indicated an interest include Kirie Lange (focus on merchandising/online store), Gloria Fangon-Hitz (focus on fundraising), Ammie Felder Williams, Alexa Pagonas.

Activities to date:

Fundraising

- Met with Nikole Hilgeman Adams in late October to discuss best time to begin fundraising for the AAMC Fund (possibilities include late March through April 2018, or Reunion 2018) and possible strategies (eg., crowdfunding, targeted lapsed donor appeal, phone banking).
- Met with Gloria Fangon-Hitz to discuss fundraising ideas.

Merchandising

- Met with Kirie Lange to discuss possibilities for online merchandising.

Communications

- Helped develop AAMC content for winter Quarterly and October (e)ucalyptus email newsletter, including announcements for alumnae trustee and governor nominations and president's letter.
- Worked with AAMC president on Nov. 1 email letter to alumnae, which included news about MOC and AAMC events.
- Developed alumnae auditor stipend program in collaboration with College staff, AAMC president, and volunteer Louise Leck. Components include online instructions, application form, sample course list, Quarterly ad, flyer, email campaign.

Planned activities:

- Develop "job description" for committee members for use in recruiting them.
- Refine mission statement.

Fundraising

- Develop plans for relaunch of AAMC fundraising efforts (AAMC fund) and present them to the Board of Governors at the February meeting.

Merchandising

- Continue to explore options for online store.
- Update current AAMC merchandise web page.
- Work with Renee Dyer to ascertain current inventory.

Communications

- Help produce AAMC content for December (e)ucalytpus email newsletter (due Dec 5), including a call for volunteers and an announcement about the alumnae auditor stipends.
- Recruit graphic designer to create new stationery (and perhaps a logo) for AAMC; this will be needed for fundraising appeals.

Upcoming deadlines:

- Jan 15: AAMC copy due for spring issue of Mills Quarterly. Includes alumnae trustee candidate statements and ballot, travel ad.
- Help produce AAMC content for December (e)ucalytpus email newsletter, including a call for volunteers and an announcement about the alumnae auditor stipends.