

Communications/Marketing/Fundraising Committee

February 2018 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:

Dawn Cunningham (chair), Kirie Lange (merchandise), Gloria Fangon-Hitz (fundraising), Allison Marin (fundraising stewardship). We are working on recruiting additional members.

Activities to date:

Fundraising

- Met with Nikole Hilgeman Adams and Viji Nakka-Cammauf in early February to discuss plan for an inaugural AAMC Fund appeal in April that would target lapsed donors and began work on developing a mailing list.
- Developed budget for appeal.

Merchandising

- Renee Dyer developed an inventory at request of the committee.
- Kirie Lange, Renee Dyer, and Dawn Cunningham met to discuss inventory, updating of AAMC merchandise webpage, assignments to research credit card and online payment options.

Communications

- Worked with AAMC president on Dec. 21 email letter to alumnae, which included news about the line of credit the BOG extended to the College.
- Wrote final announcement for spring alumnae auditor stipends for the December (e)ucalyptus enewsletter; handled communications with alumnae auditors who applied for/received AAMC stipends.
- Worked with Pierre Loving to write and place, in the December (e)ucalyptus enewsletter and on a new Call for Volunteers page on the AAMC website, a call for a volunteer architect and contractor for the RAH kitchen.
- Drafted AAMC news and announcement for the spring (March) issue of the Mills Quarterly, including a call for volunteers (which included mention of mentors needed for the PeopleGrove online mentoring program) and a call for nominations for alumnae awards.
- In process: helping to gather/edit information on alumna trustee candidates and on ballot for the Mills Quarterly.
- Worked on edits to PeopleGrove contract.
- Upon request of the committee chair, Renee Dyer is beginning to collect examples of past AAMC stationery to inform design of new stationery.