

Communications/Marketing/Fundraising Committee

May 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 since BOG meeting in February:

Note from Dawn: I regret that I have not been able to devote time since December to recruiting, mobilizing, or convening meetings of committee members. I hope to give this work more time over the summer. Recent activities have been mainly an individual effort in response to urgent needs.

Fundraising

- Continued discussion with Nikole Hilgeman Adams regarding plan for an inaugural AAMC Fund appeal that would target lapsed donors.

Merchandising

- Work with Renee Dyer on new order of T-shirts in class colors, with MILLS logotype, for sale at Commencement.

Communications

- Helped to gather/edit information on alumna trustee candidates and on ballot for the *Mills Quarterly* issue coming out in May.
- Worked with AAMC president and mentoring platform project manager to write April 4 email inviting all alumnae to take a survey about the mentoring platform.
- Worked with AAMC president and nominating committee chair to write April 11 email inviting all alumnae to vote online for alumna trustee.
- Worked with AAMC president and mentoring platform project manager to write May 4 email inviting all alumnae to vote for a name for the mentoring platform.
- Update AAMC committees page based on results of survey of BOG.