

Communications/Marketing/Fundraising Committee

September 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), Cherlene Sprague Wright (co-chair, merchandise) Kirie Lange (merchandise), Gloria Fangon-Hitz (fundraising), Allison Marin (fundraising stewardship), Kristen Oliver (fundraising, merchandise), Ammie Felder-Williams, Lynette Castille Hall. We are working on recruiting additional members. An initial meeting will be planned for October.

Activities since BOG meeting in May:

Fundraising

- Assisted RAH and Branch/Club Liaison Committees with crafting an appeal to branches/clubs for kitchen remodeling donations.

Merchandising

- In process of coordinating merchandise table volunteers for Reunion.

Communications

- Discussed plans for design of a new AAMC logo by December; Alex Wright (Cherlene's husband) has volunteered to provide design services this fall.
- Developed content for AAMC pages in summer 2018 and fall 2018 issues of *Mills Quarterly*.
- Drafted job descriptions for new AAMC positions: student office assistant, mentoring program and business coordinator (grad student position), communications and volunteer program coordinator.
- Helped launch MillsConnect on 9/18. As of 9/21, 444 alumnae had signed up. Planned, wrote, and/or edited all marketing communications for launch of MillsConnect, including 9/17 email letter from Viji, 9/18 invitation from MillsConnect, ad in fall Quarterly, flyer for hand-out at Reunion, "I Joined MillsConnect" buttons.
- Edited content and user instructions in MillsConnect, including user agreements.
- Helped develop MillsConnect beta-tester survey and communications.
- Worked with designer Nancy Siller Wilson to develop MillsConnect logo.
- Updated AAMC leadership page in May with new governor names.
- Revised instructions and form for alumnae auditor stipend program.