

Communications/Marketing/Fundraising Committee

November 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.

Activities since BOG meeting in September:

- An initial meeting is being scheduled for mid-late November.

Marketing/merchandise

- AAMC board members and volunteers sold more than \$3,500 worth of merchandise at Reunion.

Communications

- Reviewed applications for AAMC communications and volunteer program coordinator, interviewed candidates and references, extended a job offer.
- Assisted with launch of MillsConnect to students and with marketing of first MillsConnect student-alumnae networking event, scheduled for November 14.
- Made updates to AAMC web pages on BOG meeting schedule and committee leadership.