

Communications/Marketing/Fundraising Committee

February 2019 Report to the AAMC Board of Governors

Mission:

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 and travel experiences.

Members:

Dawn Cunningham (chair), Lynette Castille Hall, Debra Connick, Gloria Fangon-Hitz, Ammie Felder-Williams, Kristen Oliver, Cherlene Sprague Wright, Cynthia Guevara, Kate Beckwith (ex officio). We are working on recruiting additional members.

Activities since BOG meeting in December:

- Meetings of the committee were convened by conference call on December 19 and February 4. Key outcomes of the meeting include identification of committee priorities (see Attachment B).

Communications

- Cherlene and Alex Wright developed designs for AAMC logo. **Designs will be shared with the board of governors at the February 27 meeting and a motion presented to approve the design direction.**
- Kate Beckwith, with input from various AAMC governors, wrote/edited AAMC content for spring Quarterly and February (e)ucalyptus enewsletter.
- Kate is also developing a social media strategy with input from the committee.

Marketing/merchandise

- Debra Connick researched Square, the technology we propose to use for credit card transactions. **During the February 27 board of governors meeting we will submit a motion that this proposal be approved. See Attachment A for information.**
- An inventory of merchandise and assessment of sales is underway.

Fundraising

- Kate is revising the AAMC donor acknowledgement letter.

Attachment A

Communications/Marketing/Fundraising Committee Report, December 2019

Credit Card Sales Solution for AAMC

February 11, 2019

Concept:

Offering a variety of payment methods (cash, check, charge) will likely increase our alumnae product sales (eg, tshirts, eucalyptus pins, Pearl “M” pins).

Recommendation:

Utilize Square Readers, and Square Point of Sale stand, along with free Square software.

Rationale:

Square has no monthly service fee, a low 2.75% service fee per transaction, and may be used by a variety of volunteers with minimal training. Monies are transmitted electronically within two business days of date of sale. Square allows for Wifi, real time credit card processing.

Purchases may also be recorded off-line when WiFi is unavailable, with automatic uploads upon reconnection (NOTE: if offline transaction, no immediate card or credit limit validation).

Inventory may be uploaded (eg, ten green size large AAMC t-shirts) via an Excel spreadsheet; low points (where re-order is recommended) may be set per item. As an example, Pearl “M” pins may have a lower re-order point set due to volume of sales. Or, due to time to procure, they may have a higher re-order point. Re-order points may be reset at any point by the system administrator (a Board of Governors’ designee), and requests for an item re-order emailed to a pre-set email address.

Transactions are secure and credit card information is encrypted, to reduce risk to those doing business with AAMC.

Extensibility:

While the initial use of Square would be at campus wide events, such as commencement and reunion, the Square platform allows for the build out of an online store.

Flexibility:

Any number of volunteers may be added to use the AAMC account as “guest users”; this will accommodate a volunteer based and dynamic workforce.

One Time Costs:

Square Point of Sale Stand: \$199. The stand has an 8-hour rechargeable battery, and comes with the Square reader/dock-to be used with an iPad. Due to the rechargeable battery, processing is not dependent on access to electricity. The stand works with magstripes, chips, and Apple pay and Google Pay.

6th generation iPad: \$329 (retail); \$309 (education discount); \$279 (Costco).

No Cost:

Square magstripe credit card readers for iPhone (iOS) and Android products.

Square software (free downloads; required by each user)

Link to learn more: <https://squareup.com/us/en/hardware/reader>

Next Steps:

Approval, rejection, or modification by Communication Team by 2/12/2019

Approval, rejection, or modification by Board of Governors

Order hardware (5-7 days from order to receipt)

Set up Square Account (may be done during the same time frame)

Establish inventory and low points for each item

Upload inventory (Excel)

From time of ordering to receipt/first use is 5-7 days

Respectfully submitted,

Debra L. Connick, AAMC Board of Governors

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Attachment B

Communications/Marketing/Fundraising Committee Report, December 2019

Priorities for Communications/Marketing/Fundraising (CMF) Committee

Identified during 11/29/18 and 12/19/18 committee meetings

COMMUNICATIONS

* Indicates a key responsibility of part-time AAMC communications and volunteer program coordinator

Immediate/ongoing

- Produce and/or edit AAMC content for Quarterly (AAMC President's Message, AAMC News & Notes, travel ad, board nominations/elections announcements and candidate statements, merchandise ads).*
- Produce and/or edit AAMC content for aamc.mills.edu.*
- Produce and/or edit AAMC email copy, including content for the College's (e)ucalyptus email newsletter, bulk MillsConnect emails, and bulk emails from the AAMC president.*
- Create AAMC graphic identity/logo
- Develop social media strategy for relaunch of AAMC Facebook page as a group page (after AAMC graphic identity is approved) and developing AAMC presence in other social media (Twitter, Instagram, LinkedIn).*

Upcoming priorities

- Review key AAMC communications and procedures.*
- Form a core group of social media administrators.*
- Form an editorial advisory committee for the Mills Quarterly
- Develop marketing communication campaign around a new admission volunteer program.*
- Explore possibility of an AAMC email newsletter (or more structured, regularly scheduled email letters from AAMC president)

MARKETING/MERCHANDISING

Immediate/ongoing

- Guide AAMC student workers to inventory merchandise, replenish depleted supplies, and prepare merchandise for on-campus sales days (Commencement and Reunion)
- Oversee, staff, and recruit volunteers for merchandise tables for on-campus sales days
- Evaluate merchandise currently offered and strategize/develop/design new
- Implement Square or other credit-card payment system for merchandise sales
- Develop better displays for AAMC merchandise table at on-campus events
- Explore options and costs for a possible "welcome to AAMC" gift for graduates at Commencement

Upcoming priorities

- Create an online store
- Market rental space in Reinhardt Alumnae House – the AAMC graduate student assistant (mentoring program and business coordinator).

FUNDRAISING

Immediate/ongoing

- Develop and produce initial AAMC direct mail fundraising appeal targeted to lapsed donors (those who had been giving consistently to AAMC but stopped between 2005-2008); make it a general fundraising appeal for AAMC
- Review/edit project-specific fundraising appeals and other communications
- Revise stewardship letter template

Upcoming priorities

- Develop a crowdsourcing campaign (like the one used by OIA for #MillsGiving) for a specific AAMC-related need, such as RAH upgrades
- Develop ongoing strategies for fundraising campaigns in cooperation with OIA.
- Explore options for fundraising events (eg, theatrical performances) that also engage community