

Communications/Marketing/Fundraising Committee

December 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.

Current active members:

Dawn Cunningham (chair), Lynette Castille Hall, Debra Connick, Kristen Oliver, Cynthia Guevara, Kate Beckwith (ex officio).

Activities since BOG meeting in November

We met by conference call at 5:30 pm on November 12.

Communications

- Sent email from Viji to alumnae on November 12 with a reminder of the deadline for alumna trustee nominations as well as a list of holiday teas and a notice about AAMC merchandise appropriate for holiday giving.

Merchandise

- Discussed development of online store, with goal to soft-launch in February and roll it out publicly in time for Commencement.
- Discussed new items to introduce by Commencement: mug (if we can get permission from College to use seal) and sweatshirt with AAMC Big M logo.

Fundraising

- AAMC fundraising appeal dropped on November 7. As of Thanksgiving, two gifts have been received totaling \$600. Governors are being asked to help write thank-you notes.