

Communications/Marketing/Fundraising Committee

September 2020 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, Ariadne Wolf, Kate Beckwith (ex officio).

Activities since May report to BOG

Meetings

- September 9 via Zoom

Communications

- Strategized and implemented communications related to Mills-UC Berkeley negotiations:
 - Collaborated on phone tree talking points.
 - Helped plan and collect questions for Sep. 17 Town Hall and publicized the Town Hall through email and Facebook posts.
- Quarterly: created AAMC content for fall issue, collaborating with the Travel Committee on travel update. Working now on content for winter issue, including expanded feature on alumnae award winners (Kate & Kristen collaborating).
- Developed welcome materials for 2020 grads/new alums, including welcome letter with window decal and enamel pins (Lynette, Viji, Kate, Dawn constituted a working group with Alumnae Relations).
- Kate & Dawn began working with Alumnae Relations on redesign of aamc.mills.edu website.

Merchandise

- Online store (built with Square platform by Kate) is in testing phase; will be announced in Quarterly coming out at end of September as well as through email announcement and social media posts in early October.
- Restocked T-shirts and eucalyptus pins (thanks to Myila, Gwen, Lucy, and Viji for helping to collect leaves on campus and to Kristen for managing production).
- Added new item: mug with College seal in gold metallic ink. Bumper stickers currently in development (an alumna has offered to help pay for them).
- Ordered and received a table cloth and table runner printed with AAMC logo for use during sales and other events.
- Currently updating inventory.

Fundraising

- International Students Hardship Fund for Mills College: collaborated with Alumnae Relations on creation of fundraising webpage for this drive, produced email solicitation and Facebook posts. Goal of \$7,500 was exceeded in less than one week; more than \$33,000 was contributed by 78 donors by early September. 74 of these made gifts online. The large majority of online gifts resulted from the email solicitation, though the two largest gifts arrived by check.