

# Communications/Marketing/Fundraising Committee

## December 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 November report to BOG**

#### *Meetings*

- December 1 via Zoom

#### *Communications*

- Bulk emails from Viji to alumnae developed and sent out by Kate on Nov. 23 (featuring AAMC Travel Committee's survey on travel preferences) and Dec. 7 (featuring alumna trustee nominations).
- Work has begun on AAMC pages of spring issue of Mills Quarterly. This issue includes the alumna trustee candidate statements and ballot.

#### *Merchandise*

- We identified priorities for further merchandise development. A facemask with the Hettie Belle Ege saying, "Remember who you are and what you represent," will be introduced in January. Kristen is currently researching facemask suppliers and Kate is working on design. A sweatshirt and a metal license plate holder will be developed and rolled out over the course of spring 2021.
- When access to campus is possible, we are planning to clean up AAMC storage in order to better organize merchandise and set up a packaging and shipping area in the small AAMC office.
- We agreed to begin marketing the new style of eucalyptus leaf pins in January, after we are able to sort the new inventory by size.
- Prompted by an idea proposed by a Mills alumna, Kristen is researching the possible benefits of using a print on demand online service to expand merchandise offerings.

#### *Fundraising*

- Dawn and Lisa Raleigh '82 are developing a new LinkedIn Group: "Mills Alumnae in Development/Advancement" for professionals in development/fundraising, alumni or member relations, advancement services (including research and analytics), stewardship, communications and marketing, event planning, and related fields. The purpose of this group is to help Mills College alumnae make professional connections and offer opportunities to share best practices. We also welcome any alumna or current student who would like to learn about this field.