

# Communications/Marketing/Fundraising Committee

## February 2021 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 December report to BOG**

#### *Communications*

- Bulk email from Viji to alumnae developed and sent out by Kate on Feb 12 (featuring Feb 24 AAMC town hall).
- Kate submitted AAMC content for spring Quarterly. This issue includes the alumna trustee candidate statements and ballot.
- Ari and Kate are revising the AAMC social media policy.

#### *Merchandise*

- New eucalyptus pins to be introduced in an ad in the spring Quarterly.
- Kristen continues research into possible new items.