

Communications/Marketing/Fundraising Committee May 2022

Mission:

To develop and implement strategic communications, marketing, and fundraising campaigns that deepen alumnae connections with the AAMC and increase the resources available to the organization. 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:

Debra Connick (chair), Debby Dittman, Alice Hewitt, Stacy Boales Varner, Kristen Oliver, Julia Almanzan.

Synopsis of fiscal year activities

Since our report last year, Mills College announced a merger with Northeastern University, which is likely to be final on July 1 of this year. Also since then, the AAMC continued its lawsuit until January of 2022, when that lawsuit and the College's countersuit were dismissed, held numerous town hall meetings to engage and communicate with alumnae, fundraised through the For Generations Still Campaign, and began to build its own database and website independent of the College. As of this time, we remain in negotiations with the College to gain the database and exclusive use of Reinhardt Alumnae House by the time the merger with Northeastern is complete. We continue to work closely with the College to send out monthly communications, and are preparing for the final Mills Commencement on May 14 followed by our annual meeting, which will be done in a hybrid format to allow alumnae all over the world to participate.

Activities since the December 2021 report to BOG

Communications

- Continued to send out monthly email communications through the college's database, as well as less frequent email blasts to our approx. 4,000 newsletter subscribers. Sent out several hard copy letter communications, including a poll requested by petitioners to end the lawsuit, and a petition to share the *Open Letter to Congress*.
- Held a special town hall to hear petitioners' requests to end the lawsuit, as well as BOG members who provided information about the lawsuit's timeline.
- Communicated the outcomes of two AAMC summits held on the Mills campus to discuss the future of the AAMC.

- Continued to migrate content from the College's page alumnae.mills.edu over to our new aamc-mills.org page.
- Regularly encouraged alumnae to sign up for our newsletter on the new website.
- Social media-discussed primary source of AAMC info - website vs instant social media, posting on social media after updating website. Consider creating a best practices document.
- Discussed creating a Slack workspace to make organizing and communicating more streamlined.

Merchandise

- Received permission from the family of Hung Liu to reprint the scarves with Mills Hall on them.
- Received another shipment of Pearl Ms; will likely need to re-order in mid 2022.
- Looking for a new manufacturer to create higher quality Pearl M pins; continuing to create and sell eucalyptus pins.
- Will be selling AAMC and FGS merchandise during Commencement day, both at RAH and at the tea shop.

Fundraising

- AAMC's first GivingTuesday effort collected more than \$15,000 from approximately 150 donors.
- Sent forms out to approximately 180 donors to ask them to re-affirm their existing pledges, and to remove gift contingencies, if any. Seeking conversion from pledges to funds donated.

GiveEffects-Customer Relationship Management

- Working with a team to implement this software which will manage online donations (including recurring donations), events, volunteers, major gifts, and alumnae contact information).

- Working to obtain data from college.
- Working to upload information.
- The team has been assessing the GiveEffects product's structure, and beginning to establish best practices.

Recommendations from the Chair for Fiscal Year 22-23:

Transition the Fundraising and GiveEffects efforts over as a sub-committee under the Finance Committee for best alignment.

Allow full transition of the Marketing sub-committee to a standalone committee chaired by Kristen Oliver.

Have Communications standalone as a Committee, as the workload is sufficient to warrant this.