



# **Fundraising Tools for Reunion and Black Alumnae/i Fund Volunteers**

# VOLUNTEER IMPACT

- The peer-to-peer advantage
- \$1.4 million for The Bryn Mawr Fund
- Reconnecting to and re-engaging with other alums



# Gift Committee

## Job Description

- Select classmates for solicitations.
- Solicit classmates throughout the year using the GiveCampus platform.
- Attend at least one GiveCampus training session.
- If possible, commit to a stretch gift or pledge.
- Help identify classmates who might be able to join the Slade Society.
- Participate in Committee conference or Zoom calls.
- Communicate to your class goals and progress to goals.
- Thank classmates who have made a gift.
- If possible, attend Reunion May 27-29, 2022.

# Spotlight

- Committee Recruitment
- Goal Setting
  - Mid year assessment
- Communications
  - Appeals from the College
    - Direct mail
    - Email
  - Reunion Newsletter
  - Social media
- Outreach periods suggestions
  - Giving Tuesday (Nov. 30)
  - End of calendar year (Dec. 31)
  - Give A Hoot Day (February)
  - Women's History Month (March)
  - May Day
  - Lead up to Reunion (April/May)
  - BMC Traditions/Connections



# CHALLENGES

- Well funded
- Unique dollars
- Straightforward





# Class Giving Awards

- **Ellenor Morris '27 Award** for the Highest Bryn Mawr Fund total.
- **Maisie Hardenbergh Dethier '43 Award** for the highest Bryn Mawr Fund participation.
- **Barbara Auchincloss Thacher '40 Award** for greatest improvement in Bryn Mawr Fund participation among GOLD Classes (ten most recent classes).
- **Archways Society Award** for the greatest number of Archways Society members (three or more years of consecutive giving at any level).



# Ways of Giving

**Cash:** Immediate impact and maximum charitable tax deduction.

**Matching Gifts:** Increase the impact of a gift with corporate matching.

**Donor Advised Fund (DAF) or Family Foundation:** Recommend or direct gifts to Bryn Mawr College.

**Qualified Charitable Distribution (QCD):** If an alum is 70 ½ and older, they can make a qualified charitable distribution to Bryn Mawr College from an IRA and offset taxes.

**Appreciated Securities:** Receive a charitable tax deduction and avoid capital gains taxes.

## Reunion Classes

5<sup>th</sup>, 10<sup>th</sup>, 35<sup>th</sup>, 40<sup>th</sup>, 45<sup>th</sup>

Sarah Weinstein  
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15<sup>th</sup>, 20<sup>th</sup>, 25<sup>th</sup>, 30<sup>th</sup>

Christie Kenney  
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50<sup>th</sup>

Mary DiMarino  
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55<sup>th</sup>, 60<sup>th</sup>, 65<sup>th</sup>, 70<sup>th</sup>

Diane McLaughlin  
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## Black Alumnae/i Fund

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