

Communications/Marketing/Fundraising Committee November 2021

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:

Debra Connick (chair), Debby Dittman, Alice Hewitt, Lynette Castille Hall, Kristen Oliver, Julia Almanzan.

Activities since the July report to BOG

Communications

- Quarterly: drafted AAMC content for winter issue, including information on alumnae award winners, the upcoming Mills United Online Auction, information on the withdrawal of the petition for the Recall of the Alumna Trustees, and information on how to sign up for our mailing list.
- Formed a Crisis Communications Subcommittee in early October to put out weekly updates to our roughly 4,000 members on SquareSpace (the database behind our new website, set up the first weekend in July). It is anticipated this group will provide weekly updates through year end, and periodic updates thereafter.
- Crisis management team has updated our website since we have no communications staff presently.
- Worked to finalize and post the anti-homophobia statement, which was approved by the Board in October.
- We continue to migrate content from the College's page alumnae.mills.edu over to our new aamc-mills.org.
- Seeking new communications coordinator.

Merchandise

- Received permission from the family of Hung Liu to reprint the scarves with Mills Hall on them.
- Received a shipment of Pearl Ms, and they are selling well.
- Looking at ways to incorporate all of the For Generations Still merchandise into our online store.

Fundraising

For Generations Still campaign sold merchandise alongside AAMC merchandise during reunion. To date, their T-shirt sales raised \$8000. Items they sold at reunion raised approximately \$3500.

AAMC merchandise sold during reunion weekend was approximately \$12,000.

Total merchandise sales and donations made via Square since March 17 is approximately \$100,000. This does not include gifts made by check.

Mills United Auction will be held in the Spring and will be hosted by Sissy Cutchen '81 and Ann Kasper '81. The auction seeks to raise more than \$100,000. Donations of art, experiences, and fashion items are still being collected. To donate items email auction@aamc-mills.org.

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
- Seeking to fill business and development coordinator position.