

Communications/Marketing/Fundraising Committee

May 2019 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.

Members:

Dawn Cunningham (chair), Lynette Castille Hall, Debra Connick, Ammie Felder-Williams, Kristen Oliver, Cherlene Sprague Wright, Cynthia Guevara, Kate Beckwith (ex officio). We are working on recruiting additional members.

Activities since BOG meeting in February:

Meetings of the committee were convened by conference call on March 11 and April 2.

Communications

- Alex Wright and members of the committee finalized the AAMC logo and prepared artwork for printing. Final designs will be shared with the board at the May 15 meeting and with the broader alumnae body during the annual meeting and through the summer *Mills Quarterly*.
- Kate Beckwith, with input from various AAMC governors, wrote/edited AAMC content for:
 - Viji's March 28 email announcing the online ballot for the alumna trustee election,
 - the April (e)ucalyptus newsletter
 - the summer *Mills Quarterly* (work on the latter is ongoing).
- Kate is in the process of preparing for a launch of an AAMC Facebook group page with assistance from committee members.
- We developed an email campaign to invite local members of MillsConnect to the April 2 networking night with students.

Merchandise/Fundraising

- We ordered new T-shirts with the AAMC logo (both vertical and horizontal) and new window cling decals to sell as a fundraiser for the AAMC. We plan to debut more new items at Reunion after surveying alumnae about what they'd most like to buy.
- We replenished the supply of class color T shirts.
- We acquired an iPad and other hardware needed for implementing Square for credit card transactions and worked with AAMC business coordinator Eleanor Strader on setting up the account and preparing it for use.
- We are in the process of procuring stands and other to better display merchandise during on-campus sales days.
- Kate updated the merchandise page on the AAMC website.