

Communications/Marketing/Fundraising Committee

February 2020 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, Cynthia Guevara, Kate Beckwith (ex officio).

Activities since BOG meeting in December

Next meeting to take place by phone on March 17 at 5:30 pm.

Communications

- AAMC content for spring Quarterly written and submitted. Includes a feature by Kate on the renewed role of alumnae in student recruitment.
- Ongoing work to develop and implement marketing communications for MillsConnect.

Merchandise

- Met with College representatives to secure permission to use College seal on mug. Permission granted.
- Researching material for mug and new AAMC sweatshirt.
- Researching vendors to manufacture more eucalyptus pins.

Fundraising

- Our long-lapsed donor fundraising appeal raised \$1,125 as of January 31. The appeal has covered its costs, which is a good outcome given the target population (donor acquisition mailings usually cost more than they raise).
- Seven donors gave amounts ranging from \$25 to \$500. Five of the second donors were from class years in the 1970s. Governors have written thank-you notes.