

# Communications/Marketing/Fundraising Committee

## November 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.

### **Current active members:**

Dawn Cunningham (chair), Lynette Castille Hall, Debra Connick, Kristen Oliver, Cynthia Guevara, Kate Beckwith (ex officio).

### **Activities since BOG meeting in September**

Our next meeting will take place by conference call at 5:30 pm on November 12.

#### *Communications*

- Kate Beckwith, with input from various AAMC governors, wrote/edited AAMC content for winter 2020 *Mills Quarterly*. AAMC content includes: Viji's letter, profiles of alumnae award recipients, call for nominations for BOG, merchandise ad, travel ad, MillsConnect sidebar (which will accompany the College's feature story on mentoring).
- First meeting of *Quarterly* editorial advisory committee members took place on October 8.
- We are preparing for another email from Viji to alumnae on November 12, which will contain a reminder of the deadline for alumna trustee nominations.

#### *Merchandise*

- Achieved record merchandise sales at Reunion: \$5,451, of which \$5,137 was collected through Square credit card sales. Thank you to all the governors who assisted with sales!
- Top four items by gross sales revenue: 1) pearl M pendants, 2) eucalyptus pins, 3) Hung Liu scarves, 4) eucalyptus candles.
- Top four items by number of sales: 1) eucalyptus pins, 2) AAMC logo window cling decal, 3) class color T-shirts, 4) AAMC logo notecards & AAMC logo T-shirts (tie)

#### *Fundraising*

- Wrote and designed AAMC fundraising appeal, targeted to alumnae who stopped giving around 2005-2008 (1,300 total). The appeal will be mailed out on November 7. The text of the letter, which will be printed on the new AAMC stationery, is on the following pages of this report.

November 6, 2019

Dear <<first name>>:

“Remember who you are and what you represent.” For generations of Mills alumnae, this saying—coined by Hettie Belle Ege, professor and dean at Mills from 1895 to 1930—has highlighted the importance of our integrity, our individuality, and our shared connection to Mills.

This saying is particularly meaningful for the Alumnae Association of Mills College (AAMC), which I have been proud to serve as president for the past three years. The AAMC represents *you* and all Mills graduates. We remain a proudly independent nonprofit organization dedicated to promoting the interests of the College and our alumnae. Today, we are celebrating a revitalized sense of purpose as well as new opportunities for you to strengthen your connection to Mills and the AAMC.

You are one of the first alumnae to whom I am writing to ask for your renewed support of the AAMC. **Please consider making a gift to our recently launched AAMC Fund**, which supports the association’s programs and operations. As a thank-you gift, **we’ll send you a window decal featuring our new AAMC logo.**

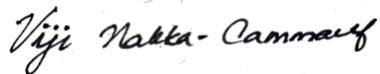
In fact, you are one of the first alumnae to receive an appeal from the AAMC in almost 15 years. For most of that time, the terms of an operating agreement with Mills College prevented the AAMC from fundraising. But in 2017, we signed a new agreement that enables alumnae and the AAMC to play a much more proactive and creative role in the life of the College, from managing volunteer programs to fundraising. Reenergized as an organization, with an enthusiastic band of volunteers and donors, we have been able to launch initiatives that benefit alumnae, current students, and the College itself, including:

- Renovating the kitchen at Reinhardt Alumnae House, which we’re proud to say remains the home of the AAMC and of all alumnae whenever they visit campus
- Creating MillsConnect ([connect.mills.edu](http://connect.mills.edu)), an online mentoring and networking platform that links students with alumnae
- Establishing endowed scholarships for students from Oakland as well as undocumented students
- Distributing stipends to make auditing Mills classes more affordable for alumnae
- Redesigning a program to involve alumnae volunteers in recruiting students

We also continue to sponsor events that keep beloved campus traditions alive—like the Pearl M dinner for graduating seniors—as well as activities that give alumnae a voice in Mills’ leadership, such as our annual election of an alumna to serve on the College’s Board of Trustees and the AAMC Board of Governors.

Please join me in the renewal of your alumnae association. Your gift to the AAMC Fund will be a historic first for our association in this new era. It will support the full range of AAMC programs and ensure that the AAMC remains a strong, independent organization, representing strong, independent alumnae.

With gratitude,

A handwritten signature in cursive script that reads "Viji Nakka-Cammauf".

Viji Nakka-Cammauf, MA '82  
AAMC President

P.S. I greatly appreciate your support of the AAMC, and I hope you will also consider giving in the future to Mills College, which depends on alumnae to help fund student scholarships, faculty salaries, campus upkeep, and much more.

You can make your gift to the AAMC by completing and returning the enclosed reply card, by calling 510.430.2110, or by giving online at [alumnae.mills.edu/giveAAMC](https://alumnae.mills.edu/giveAAMC). The online form makes it easy to set up a monthly gift!