

Communications/Marketing/Fundraising Committee

November 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, Ariadne Wolf, Kate Beckwith (ex officio).

Activities since September report to BOG

Communications

- Quarterly: drafted AAMC content for winter issue, including expanded feature on alumnae award winners (Kate & Kristen collaborating) and brief summary of the Sep 17 AAMC town hall with President Hillman.
- Video recording of town hall was also shared with alumnae via email and on Facebook (Alumnae Association of Mills College Group).

Merchandise

- <https://aamcmerch.square.site/>: Online store was soft-launched in mid-September and announced in the *Mills Quarterly*, in the *(e)ucalyptus* email newsletter, and in a bulk AAMC email in October. Since launch, we've had 57 transactions for more than \$5,300 in sales.
- Developed packing and shipping procedures for merchandise.
- New bumper stickers are being printed.
- New gold and silver eucalyptus leaf pins received. These were made with a different technique than past pins. The metal plating traces the veins of the leaf, rather than being solid, so it has a delicate, filagree effect.