

## SECTION I

### **PROGRAMMING**

We encourage you to plan programs and events that further the connection of alumnae with the college and each other and raise public awareness of Smith's excellence in the community.

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## 100 THINGS YOU CAN DO FOR SMITH COLLEGE IN THE NEW MILLENIUM...

⊕ = ...even if you only have fifteen minutes!

### Admissions

- Meet with a prospective student
- Mention Smith College to a local academic awards winner
- Connect a prospect with a student on campus
- Serve as an Alumnae Admission Chair (AAC)
- Talk about Smith College to high school parents
- ⊕ Send Smith College the name of a possible applicant
- Help a student with Smith College admission strategies
- Administer a book award for your local high school
- Speak about your job at a high school career day
- Run a Smith College table at a high school
- College Night (AAC's only)
- Help with club informational meetings
- Publicize locally about Smith's summer learning programs
- Drive students to the Smith spring admissions event
- Send invitations to a local prospectives event
- Interview an applicant
- Get Smith College information into local high schools
- ⊕ Fund a high school Book Award for 3 years
- Drive a prospect to a club admissions event
- ⊕ Tell scholars/athletes about Smith College

### Outreach

- Renew a college friendship
- Make a Smith College sign for your club or group
- Attend a Sisters' event
- ⊕ Support the five Valley Colleges
- ⊕ Invite a current student's parents to a club event
- Contact your local students when at Smith
- Visit a housebound alumna
- ⊕ Suggest a program to your club president
- Attend a club event
- Offer to serve on your local club Board
- Offer someone a ride to a club meeting
- ⊕ Invite a newcomer to a club event
- Join or start a local Smith College book club
- Hold a neighborhood alumnae get-together

- Offer your home for a club meeting
- Offer your home for a Smith College Bed & Breakfast
- ⊕ Pay your club dues
- Start an informal Smith College group
- Convince men of the value of women's education
- ⊕ Send sympathy or congratulations to an alumna
- Offer your home for visiting Smith College staff or faculty
- Write to local students on campus
- ⊕ Send Advancement Services your new address
- Call or write far-flung alumnae
- Organize a club program
- Start a Smith College special-interest group
- Organize an alumnae theater party
- Keep in touch with faculty
- ⊕ Involve new and elderly alumnae at club events

### National

- Go on a Smith Travel trip
- Suggest alumnae for AASC Board or committees
- Attend a campus or regional AASC event
- ⊕ Send in your vote for an alumna trustee
- ⊕ Be a local woman's college advocate locally
- Buy alumnae club products

### Development

- Help with a club fund-raiser
- ⊕ Contribute to a capital campaign
- ⊕ Get your Alumnae Fund gift matched
- ⊕ Help fund a faculty chair
- ⊕ Give a charitable gift annuity
- ⊕ Give a deferred payment gift annuity
- ⊕ Give Smith College the gift of property
- ⊕ Give a gift of securities
- Write letters for Development
- ⊕ Put Smith College in your will
- ⊕ Write a check to the Alumnae Fund
- Make calls for development

### Career Services

- ⊕ Suggest a Smith College grad for a job in your company

Help develop your club's career network  
Support an alumna's political campaign  
Plan a get-together for alumnae in your field  
Participate in a club career event  
Hire a Smith College graduate  
Sponsor a Smith intern in your place of business  
⊕Send Smith College your job description  
Show career mentors on a club roster  
Offer to mentor an alumna new to your field  
Be your local career network contact person

### **Public Relations**

⊕Send alumnae news items to Smith College  
⊕Suggest an alumna for a local speaker  
⊕Mention Smith College in your credentials  
Get Smith into your local paper  
⊕Mention Smith College when addressing the public  
⊕Recycle your *Quarterly* to non-alumnae  
⊕Quote Smith College people in writing

⊕Buy a book by a Smith College author  
⊕Put a Smith College decal on your car  
⊕Wear a Smith College sweatshirt  
⊕Put this list in your club newsletter  
⊕Support the *Quarterly* financially  
⊕Share your campus photos

### **Class**

⊕Phone a classmate when in her town  
Attend your class reunions  
Start a round-robin letter with old college friends  
⊕Send your news to your class secretary  
⊕Pay your class dues  
Plan a get-together with local classmates  
Invite classmates to a pre-reunion party  
Serve on your reunion planning committee  
E-mail a classmate  
Check your class web site or start one!

## **Choosing Programs**

Programs that Smith clubs sponsor vary according to the interests of the members. Consider your goals when deciding what types of programs to undertake. **All of the following should be fun to plan and carry out. If you're not having a good time, try another program.**

### **Outreach**

Attend a Smith athletic event in your area and cheer for the Pioneers! Coaches are happy to help arrange a gathering. For news on athletics, visit <http://www.smith.edu/athletics>.

Invite a current Smith student to speak to your organization. The Student Alumnae Association (SAASC) has student ambassadors willing to travel; or contact a student when she is home for winter break or summer vacation, or in the area doing an internship.

Ask a member who attended Reunion to report and reminisce.

Invite a professor to speak (see speakers program, page 30).

Invite alumnae to speak in their area of expertise. (The AASC can help you find alumnae in your area who are knowledgeable on specific topics).

Attend a local cultural event as an organization.

Establish a book club (see page 48).

Establish an investment club.

Conduct a seminar on "hot" topics, (i.e., care of aging parents, financial planning, women's issues).

### **Admissions** (in consultation with your AAC)

Invite prospective or current students to organization events.

Have a send-off party for new students from your area in late August.

Give a rose, a card, or a token present to all accepted applicants.

Send a "good luck on exams" card signed by all at a meeting.

### **Career Networking**

Organize brown bag lunches or after-work gatherings to meet working women's schedules.

Arrange career panels.

Create ways for Smithies in the same field to connect (for example, a dinner for medical professionals, lawyers, educators, artists, etc.).

Support undergraduate internship projects, such as Praxis and SCIPI, and help to find internship sites and mentors.

### **Smith's Image**

Volunteer as a group at a local food pantry, shelter, or literacy program.

Wear Smith T-shirts at community events.

Organize a tour for your group of local parks, museums, or historic neighborhoods.

Generate good publicity covering events or alumnae (see page 39).

## Planning Events

### Goals for the event

Decide what the event should accomplish. How does it fit into the year's offerings? Can this event be used to reach out to new groups? **Remember** — a single program cannot be all things to all people.

### Time line

- 6 – 12 mos. Choose event, decide event goals, select event leadership.
- 4 – 8 mos. Choose time and date and reserve location.
- 3 – 6 mos. Make food and drink arrangements.
- 2 mos. If **bulk mailing** is used design invitation/ publicity copy for printers, newspapers; gather volunteers (see page 26 for additional guidelines).
- 6 weeks If **first class mailing** is used design invitation/publicity copy for printers, newspapers, volunteers.
- 1 mo. Send press releases to local media.
- 1 mo. – 2 wks. Arrange for insurance coverage with AASC if necessary (see page 28 for more details).
- 1 – 2 wks. Encourage attendance with telephone contact; record RSVPs; and make final arrangements with venue.

### Leadership

Decide who and how many volunteers will be needed to run the event.

Form a committee.

Delegate!

Recruit sufficient volunteers and hostesses so the event will go smoothly and won't be burdensome for one person.

### Location

Choose a place that will minimize travel for the most potential participants.

View the space prior to signing any contracts.

Consider:

handicap accessibility.

ability of site staff to accommodate the organization's needs.

parking situations.

availability of public transportation.

coat check arrangements.

varying the locations of programs during the year.

unique or interesting locations to which alumnae do not typically have access (museums, historical homes, etc). Reserve space at least three months prior to the event.

### Date and Time of Event

Choose the date carefully! Check calendars for religious holidays, elections, school vacations, and significant local events that might conflict.

Space programs throughout the year.

Vary the days of the week and the times of the day to reach different audiences.

Regular events ("happy hours" or "career nights") should meet at the same time, same place.

## **Meals**

Work with the caterer regarding dates, approximate counts, and number of meals, three to six months before the event.

Confirm regulations regarding serving of wine and alcohol.

Review menus, set-up, and final counts with caterer two weeks beforehand.

## **Speakers**

The speaker for an event should be confirmed **before** a space is rented.

Speakers should be asked to speak 4 to 12 months in advance of an event, and should receive a letter confirming their agreement to speak.

The assistant director for clubs will assist organizations with finding and confirming faculty speakers.

One month before the event, ask if the speaker requires any audio or visual equipment or a special set-up.

Ask how the speaker would like to be introduced and assign a volunteer to formally introduce the speaker to the audience.

Send a thank-you letter following the presentation.

## **Financing**

With the assistance of the treasurer, prepare a budget for the event, including costs of room rental, food, refreshments, mailing, and speaker(s).

Set a reasonable price for the event that will cover your costs.

## **Communication**

Plan a creative mailing with a telephone follow-up for best attendance.

Remember to ask for an RSVP and give a deadline.

Include a number for information, and a rain date if necessary.

## **Setting an agenda**

Decide how long each part of the event should last.

Communicate both schedule and content to speaker, organization officers, etc.

## **Materials**

Name tags

Printed handouts

Evaluations

Audiovisual equipment

## **Follow-up**

Write "thank-you's" to all involved.

Have leaders and attendees evaluate the event.

Keep notes! and debrief with the committee.

## **Miscellaneous**

Provide ice water and glasses at podium for speakers.

Post signs at the tables for reserved tables.

Recognize special service with gifts for participants.

Offer reduced admission for young alumnae, and for those who staff the registration table, or perform other necessary jobs.

For larger events, Smith banners (hanging signs and table covers) are available for use. To borrow one, please contact the assistant director for clubs.

## Fundraising

Fundraising for Smith College was historically one of the primary purposes of Smith clubs and has been an important and appreciated source of financial support for the college. Funds raised by Smith organizations go to one of three places: into the operating budget, toward a book award, or toward scholarships for students through the Alumnae Fund.

Smith College is grateful for contributions generated by organizations. **However**, the AASC recognizes the difficulty of recruiting volunteers to organize fundraising activities and recommend the following guideline: **If fundraising has become a difficult endeavor for the organization and is fueled more by guilt than by genuine enthusiasm for the project, focus on other priorities and activities to support the college.** Clubs and groups may prefer to invest resources in activities such as student raising, career networking, community service, and alumnae education. These projects serve to further the association of alumnae with the college and raise the awareness of Smith's excellence in the community, and therefore are valuable to the college.

The organization may have an established fundraising activity that is an integral part of the organization's program or sense of purpose, and can be carried out with relative ease by available volunteers. In this case, the outreach department encourages organizations to continue with established projects. If an organization has an idea for a fund-raising project it believes would generate enthusiasm and foster cohesiveness among members, its pursuit is encouraged. For many organizations, fundraising has been a focal point of their activities.

***Please note:** If a club or group has tax-exempt status, money raised for the scholarship fund is tax-deductible and checks are made payable to the club or group. If a club or group does not have tax-exempt status, gifts should be made payable to Smith College.*

### The Successful Fundraiser

All successful fundraising projects have three things in common:

Alumnae are made aware of how their gift will be used and that it is tax deductible.

A Smith connection is evident. For example:

selling prints of College Hall

sponsoring a night with Smith friends at the opera

working with a group of Smith alumnae on a book sale

Donors receive a thank you and final report of the fundraising results. Knowing the success of the fundraising effort and feeling appreciated for their contributions help alumnae stay involved.

### Important Information for Club Treasurers

If an individual alumna would like to receive "comprehensive credit" (meaning that her gift would be counted towards her class total and campaign total) for her gift to the club's scholarship fund, the treasurer should submit a list of alumnae names and donation amounts to the college when sending in the year-end check payable to Smith College.

## **Three Successful Styles**

### **Direct Request**

This is the easiest method for many clubs, although the results can vary substantially from club to club and year to year.

Donations can be requested through a club newsletter, on a dues form, in a meeting notice, or at an event.

Be sure that the need for the gift and the purpose are clear. State the goal for the year.

Specify that the gift is tax deductible.

Suggest an amount, or leave it blank.

### **The Benefit Event**

This form of fundraising requires the most effort but often yields more financially, and as a result can be more satisfying for the organizers.

Build momentum by securing sponsors who contribute a specified amount in advance.

Include their names on invitations.

Price the event differently for younger members or dues-paying members, etc.

Call, call, call for good attendance and alumnae involvement.

Try to plan an event that does not include serving meals. Dinners are complicated and expensive, and you have better results if the dollars go to Smith rather than to the caterer.

Hold the event at a special location.

Make it fun or educational.

Some examples:

Wine tasting

Book sale

Private museum showing

### **The Merchandise Item**

Once established, this type of project (if supported with ongoing marketing strategies) can be a fairly reliable source of funds.

Choose an item that has wide, long-term appeal, can bear a reasonable markup, and is not widely available. An item that is identifiably Smith is best.

Consult with the AASC — we can offer advice about merchandise items that other Smith organizations are selling.

When pricing the item, keep in mind the quantity you will need to sell before your treasury will see a significant profit. For most items, you may have to purchase in large quantity, which will raise the initial cost. Identify either a group member who is willing to store and mail out the goods or a local company willing to produce and ship goods.

Bring the product with you to all organization meetings and mention it in your correspondence. Distribute order forms to members so they can sell the item(s) to non-Smith friends.

## Bed and Breakfast Program

### Some Guidelines:

Smith College clubs can sponsor Bed and Breakfasts programs to raise scholarship funds. Smith students, alumnae, faculty, and staff of the college are eligible to participate as guests. Smith College benefits not only by the funds the program raises, but also by the goodwill this service engenders and by the strengthened ties among alumnae.

The Bed and Breakfast program is for short-term overnights (one to four nights), not for lengthy visits. Alumnae volunteer to open their homes to guests, and in doing so, support the college.

Each Bed and Breakfast hostess should have at least a week's advance notice and has the right to decline if inconvenient. An advance deposit may be required and a 24-hour cancellation notice is expected.

Each club decides its own fee scale. Currently, prices for one person vary from \$25 to \$80 per night with a full or continental breakfast included. Payment is made directly to the club.

Current IRS codes indicate *that these services are not tax deductible for either the guest or the hostess*. We advise seeking your own tax advice regarding any such deductions.

6. Accommodations need not be elaborate. Clean, comfortable rooms with a friendly welcome are more important than luxury.

### Disclaimer of Liability

**The list of Bed and Breakfast facilities should not be construed as an endorsement of the facilities by Smith College, the Alumnae Association of Smith College, or its affiliated groups. These organizations shall not be responsible for any damage, loss, or injury to any property or person while on the premises of any facility or resulting from a visit to such a facility.**

## Starting a Book Club

Book clubs are a wonderful way to reinvigorate your club's membership and keep regularly engaged. Club presidents often find that book clubs attract alumnae who don't traditionally affiliate with their Smith clubs, but are interested in continuing their education and connection to the college.

To begin you will need a few basic ingredients:

### A good book

It is best to let the point person choose the group's first book and have participants come to the first meeting with their book suggestions. The point person can then create the book list from these suggestions. It's advised that the book be in paperback, as they are both more affordable and more portable than hard covers. Sometimes independent booksellers will offer book clubs a discount for purchases of ten or more copies.

### A little time

It is standard practice to have a month to read a selection. Book club meetings should be scheduled for roughly an hour and a half, with the first hour devoted to discussion and the last half hour devoted to socializing.

### A regular schedule and a bit of publicity

After the book list has been created, it should be mailed to book club participants and included in the club's newsletter and web page announcements. The schedule should rotate both the location (if you are holding events in members' homes) and discussion leaders.

### Prompting questions

It's good to have two or three prepared questions for the group to prompt discussion. The discussion leader may prepare these herself or look to guides offered by the book's publisher. These are available at your local bookstores.

### Three willing volunteers

**The Point Person:** This volunteer will field calls from interested members, maintain the book club membership list, book list and location schedule. She will also choose the first book selection and act as the first group discussion leader.

**Book Discussion Leader:** This volunteer position will rotate through the book club. She will prepare the prompting questions and a *short* biography of the author.

**Hostess:** This position rotates and should not be either the point person or the discussion leader.

Consider holding your event at the local library at the same time as their "Young Reader's Circle" or other "Read Aloud" program. This will allow mothers of small children to attend without arranging for child care. As a bonus, this will also reinforce the love of reading in the next generation.

## Book Awards

Smith College book awards recognize outstanding young women in your communities. Research shows that book awards are not only an excellent means of congratulating students on their academic and personal achievements, but also serve to increase Smith's name recognition in high schools and encourage young women to consider Smith as their college choice.

Smith clubs sponsor the awards and select the high schools. Recipients are chosen by school personnel. The books are awarded to high school sophomores or juniors, usually at a school's award assembly in the spring. They receive a book selected by the organization and, if they apply to Smith College, they also receive an application fee waiver. **Smith clubs need only raise money for the purchase of the books presented at the award ceremony.**

Each spring the admissions office sends a packet of information about book awards to Alumnae Admissions Coordinators (AAC). The packet includes:  
guidelines for contacting schools  
a sample letter to send to schools  
a list of books written by Smith College alumnae and faculty  
a book awards recipients sheet.

Many clubs officially designate a book awards coordinator to organize the book awards each year. The admissions office has a roster of all book awards coordinators, so keep them informed of the club's current coordinator.

**Please consult the admissions office when establishing new book awards.** This contact is important to ensure that the award does not duplicate one already given in the school by another group. If your club is interested in sponsoring a book award, please contact your NAAC, AAC or Laura Matta in the Admissions Office at (413) 585-2512, or email: [lmatta@smith.edu](mailto:lmatta@smith.edu). Affinity groups interested in this program should work with the local Smith club in order to coordinate efforts.