TOGETHER for SMITH

The Smith Fund FY17 Action Plan
November 6, 2016
9:00 – 10:00 am
Today’s session will cover...

- Welcome & Introductions
- Smith Fund Overview
- Recap FY16
- Plan for FY17
- National Philanthropy Day
- Tools for Volunteers

Don’t forget to stay for our next session!
The Smith Fund Structure

Smith Fund Chair: Erika Smith Brewer ’86

Smith Fund Volunteer Program Chair: Leslie Brooks Solomon ’82

Volunteer Leadership Corps

Class Agents
The Smith Fund in a nutshell

Gifts are used in the year they are made to support programs and initiatives across campus and to provide financial aid for students.

About 2/3 of the money raised by The Smith Fund goes to financial aid each year. Since 2010, Smith has awarded $390 million in scholarship aid (Smith Fund and endowment).

Smith Fund gifts can be designated to one of 8 areas of need:
- General Smith Fund
- Essential Smith
- Smart Smith
- Inclusive Smith
- Global Smith
- Sustainable Smith
- Resourceful Smith
- Ada Comstock Scholarship
FY16 Review
SMITH FUND CAMPAIGN HISTORY

- FY10: $10.4M
- FY11: $10.6M
- FY12: $10.7M
- FY13: $11.7M
- FY14: $12M
- FY15: $11.9M
- FY16: $11.8M
A Recap of FY16

- 2nd most successful fundraising year in Smith’s history: $63.9 million raised.

- Smith’s overall fundraising program was recognized by CASE with an award for excellence.

- Increased student involvement through events like the annual “Traditions Party”.

- 12,700 alumnae participated. Our SF total raised for FY16 was $11.8 million.

- Three successful crowdfunding campaigns brought in $5.4 million!
FY17 Action Plan
FY2017 Goals

$13 million
34% alumnae participation

As of 11/4/16 we are at:

$2.9 million
7% participation
FY17: Engage our SYBUNTs

“Sometimes Donors”, aka “SYBUNTs” – donors who gave to Smith in Some Years But Unfortunately Not This... YET!

The average SYBUNT...

- gives less than $100 (when she gives)
- didn’t miss only one year
- If she gave last year, she probably missed the year before that
- is younger: in the classes of 1980 - 2015
- just celebrated her reunion
FY17: A Strong Finish to the Campaign

- Securing as many Smith Fund gifts as possible by 12/31, to count in *Women for the World: The Campaign for Smith*

- Lock in annual participation from Smith Stars with sustaining, monthly credit/debit card gifts

- Multi-year pledges from leadership-society level donors
Announcing Smith’s New Online Giving Form!

Step 1: Choose One-Time or Monthly (Sustaining)
Announcing Smith’s New Online Giving Form!

Step 2: Tell us who you are

Step 3: Enter your credit/debit card

OPTIONAL Step 4: Designate your gift and/or Other Notes

And you’re done!
FY17: National Philanthropy Day

SMITHIES GIVE
MAKE A POWERFUL DIFFERENCE ON NATIONAL PHILANTHROPY DAY
11/15/2016

POWERED BY SMITHIES
THE SMITH FUND

TOGETHER for SMITH
FY17: National Philanthropy Day

- Mail
- Social Media
- Email
- Staff and student phone outreach
- Your important outreach
FY17: National Philanthropy Day
FY17: National Philanthropy Day

GiveCampus

<table>
<thead>
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<th>Class Leaderboard</th>
<th>Class Year</th>
<th>Donors</th>
<th>Dollars</th>
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<td>1979</td>
<td>39</td>
<td>$46,950</td>
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Matching Donations

Successful matches!
- Gwen H Mattlemann matched $610
- An Anonymous Donor matched $560
- Elizabeth Ross matched $500

Challenges

- Successful challenges!
  - Jean Butler Ford ’55 gave $25,000 because 784 donors made a gift in 5 days
  - Jane Kim ’91 and Kristen Johnson Bird ’87 gave $25,000 because 500 donors made a gift in 8 days

Incentives

- GENERATE 10 DONATIONS
  - Generate 10 or more donations and you will receive a “Power of Smith” adhesive cell phone pocket to show your support of Smith wherever you are!

- GENERATE $500
  - Generate $500 or more in donations and you will receive a “Power of Smith” window decal to show the world that you’re a proud Smithie!
FY17: December – June Outreach

- December: push to end of Campaign/tax year
- General appeal mailings and emails
- Reunion Classes: specific outreach
- Segmented challenge initiatives
- Some (reduced) student phone outreach
- June: final push & securing all outstanding pledges
FY17: Volunteer Leadership Corps

- Leadership Smith Fund volunteers connect with alumnae by region and volunteer affiliation.

- Our goal is to contribute 1% participation to The Smith Fund’s overall goal.

- We especially need volunteers in Washington, DC and San Francisco!

- We have 19 volunteers ranging from the class of 1956 to 2013!
FY17: Current Students & Recent Graduates

- Meet them where they’re at
- Recruitment & mentorship of class volunteers by peers
- Tailored outreach
- Meaningful options & specific causes
FY17: Current Student Engagement

Student Involvement
- Smith Fund Intern
- Student Volunteer Leadership Corps
- Alumnae Relations Student Ambassadors

Education & Visibility
- Student Activity Fair
- National Philanthropy Day (week)
- Co-sponsored events with Alumnae relations like the Traditions Party, Haunted House, and Almost an Alumna Day.
- Senior Wine & Cheese
- Presence at Family Weekend

“I'm donating because I thought it would be a nice parting gift and the best expression of my thanks. As a transfer student, I am so glad that I had the opportunity to attend Smith rather than my previous college. It's a small price to pay for the best three years of my life. Nothing will accurately represent how thankful I am for the positive experience I've had at Smith, but hopefully it's a start.”

- Anonymous senior donor
STUDENT GIVING: THE SENIOR CLASS CAMPAIGN

$3,419 raised—largest total raised by senior class in past 5 years!

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>FY11</td>
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<td>FY15</td>
<td>46%</td>
</tr>
<tr>
<td>FY16</td>
<td>38%</td>
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</table>
Thank you, Smith Fund Volunteers!
Power for Good

Sophia Smith believed in women. She predicted that, when given a rigorous education, “their power for good will be incalculably enlarged.” She was right. Smith has produced powerful women since 1875.
Power for Good

Now more than ever, Smithies like us turn disruptive ideas into meaningful action. We embrace change and make a difference. We are incalculably powerful.
We give to The Smith Fund, because it supports the kind of education that Sophia Smith envisioned. With every dollar, we ensure that Smith’s legacy lives on in each of us. Together, let’s power Smith so that Smith powers the world. Support The Smith Fund.
FY17: Tools for Volunteers

Online resources: Go to www.smith.edu/thefund and click “Tools for Volunteers”. Here you’ll find:

- Calendar of events and mailings
- Volunteer Manual
- Recorded Webinars
- Smith Fund Staff contact information
- Other useful documents

Other:
- Join the 103 Smith Fund volunteers already online, go to www.facebook.com/groups/SmithFundVolunteers/ to ask your questions, get updates, and ideas!

- Podcast: New this year, The Smith Fund podcast is a quick way for us to share information and “how-to” audio guides with our volunteers. www.smithfund.podbean.com

- Electronic reports: Your mailed reports now come monthly via email for ease of use, more up-to-date information, and huge time/cost savings.
Stay in this room for our next session!

**What:**
A workshop with Smith Fund volunteers and current students.

**Why:**
You’ll get action steps you can use for National Philanthropy Day and beyond!