TOGETHER
for SMITH

November 6, 2016
Your Personal Story of Philanthropy
Smith Fund Staff

Molly Bouffard ’06, Assistant Director for Volunteer Programs

Laura Metallo, Smith Fund Assistant Director

Volunteer Leaders

Erika Smith Brewer ‘86
AASC Board Member, Chair of the Standing Committee on Philanthropy and Liaison to The Smith Fund.

Leslie Brooks Solomon ‘82
Chair of The Smith Fund Volunteer Program and a member of the Campaign Steering Committee.
Why share your Smith story?

Each year, 3,500 alumnae don’t renew their gift from last year. This means we lose about $1.5 million annually!

About 16,000 alumnae have given sometimes, but not this year. If all these alumnae gave regularly, our participation would be over 50%.

The College has a comprehensive outreach program, but it’s the personal touch from a friend or classmate that can make the difference.
Smith Fund: Alumnae donors, participation, dollars raised

Dollars Raised in millions:
- FY12: $10.7
- FY13: $11.7
- FY14: $12
- FY15: $11.9
- FY16: $11.8
- FY17: $13

Participation:
- FY12: 31%
- FY13: 30%
- FY14: 30%
- FY15: 34%
- FY16: 32%
- FY17: 34%

🌟 2017 Goal
Using National Philanthropy Day to Share Your Story
• Mail
• Social Media
• Email
• Staff and student phone outreach
• Your important outreach
Class Leaderboard
The Class Leaderboard reflects giving from alumni, parents, and students.

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<th>Class Year</th>
<th>Donors</th>
<th>Dollars</th>
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Challenges

Successful challenges!

Joan Butler Ford ’55 gave $25,000 because 784 donors made a gift in 5 days.

Jane Kim ’91 and Kristin Johnson Bird ’87 gave $35,000 because 500 donors made a gift in 8 days.

Incentives

- GENERATE 10 DONATIONS
  Generate 10 or more donations and you will receive a ‘Powered by Smithies’ adhesive cell phone pocket to show your support of Smith wherever you are!

- GENERATE $500
  Generate $500 or more in donations and receive a ‘Smith College Alumna’ window decal to show the world that you’re a proud Smithies!

Matching Donations

Successful matches!

- Gwen H Mattlemann matched $600
- An Anonymous Donor matched $819
- Elizabeth Rosa matched $950

- Dana Ehlich ’89 matched 9 donations for a total of $90
- generated 270 clicks and 50 donations, totaling $3,417
- Molly Bouffard matched 200 donations and 27 donations, totaling $2,425
- Judy Angwin matched 56 clicks and 8 donations, totaling $2,067
- Elizabeth Rosa matched 17 donations for a total of $850
- generated 24 clicks and 4 donations, totaling $260
- Gwen H Mattlemann matched 6 donations for a total of $600
- generated 60 clicks and 6 donations, totaling $305
- Lori Ann Mio Agrawal

GiveCampus

TOGETHER for SMITH
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!
Pledge to Help on National Philanthropy Day!

If you’ve got 5 minutes:
Make your own National Philanthropy Day gift
Share the National Philanthropy Day message with #poweredbysmithies on your social media sites

If you’ve got 10 minutes:
Email your Smith friends and ask them to join you with a gift to The Smith Fund.
*TIP—ask for a specific amount (like $25 or $100).
Sign up as an Advocate on GiveCampus and share the message on your social media sites—watch as GiveCampus tracks your success throughout the day!

If you’ve got 30 minutes:
Call a Smith College friend to reminisce and encourage them to make their National Philanthropy Day gift as well.
Create a Personal Plea video on GiveCampus that you can share with your Smith friends—asking for a gift on 11/15/16.

If you’ve got an hour (or more):
Call us and we’ll provide you with names of some individuals that you can call to encourage them to help us meet our goals for the day. 1-800-241-2056, option 1.
With a partner or group, brainstorm your personal story:

What are 3 things Smith has given you?

How would you describe your Smith experience in one word? Why?

What keeps you connected to Smith as an alumna?

Articulate which of Smith’s current and future priorities excite you.
Create a sample ask:

Which way are you most comfortable reaching out to classmates or prospects for National Philanthropy Day?

Phone, social media, email, in-person etc.

How would you use your Smith story to create a compelling ask in that medium?
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.