

Engagement Ideas:

- ◆ Set up a one-to-one meeting with a prospect for coffee or lunch.
- ◆ Go with a group to a local Smith athletic event.
- ◆ Connect with the local Smith Club.
- ◆ Go to college hosted events in your area.
- ◆ Write a letter or postcard.
- ◆ Host a Young Alumnae networking event.



Did you know?

- ◆ If all of our “sometime” donors gave this year, our participation would be well over 50% and would raise an additional \$1.3 million dollars.
- ◆ Each year the college raises more than \$500,000 from gifts \$100 or less.
- ◆ If we want to raise our participation rate by 4%, we need 1,600 new donors.

What’s the VLC?

Formed in 2012, the VLC is a volunteer-led effort to increase alumnae participation in The Smith Fund. The VLC augments Smith’s existing class-based fundraising structure.

Why Join?

- ◆ Bring your volunteer role to the next level: Creative and enthusiastic volunteers will help this program grow and succeed.
- ◆ Gifts you solicit are used *immediately* where they’re needed most.
- ◆ Take personal responsibility for improving Smith’s standing in *US News & World Report* (which bases scores partially on alumnae donor participation).
- ◆ Meet new alumnae friends in your area. Help other alumnae discover new connections with each other and to the Smith College of today.

Interested? We’re here to answer your questions.

Molly Bouffard '06, Assistant Director for Volunteer Programs
mbouffard@smith.edu | 413.585.2068

Maria Held, Director of the Smith Fund
mheld2@smith.edu | 413.585.2044

Leslie Brooks Solomon '82, Smith Fund Volunteer Program Chair
Lbsolomon5@aol.com | 212.580.2489

The Smith Fund

Volunteer Leadership Corps



Looking for a new volunteer challenge?

Use your networking skills and passion for Smith College to encourage alumnae participation in The Smith Fund.

Work with and meet Smithies of all ages—you’ll connect with alumnae based on geography, not graduation year.

Job Description

What's my title? Volunteer Leadership Corps Member

What am I expected to do?

- **Engage** alumnae near you—especially recent graduates and “sometimes donors”.
- **Educate** potential donors about the importance of unrestricted, annual gifts.
- **Ask** alumnae for donations. Gifts of any amount count toward our participation goals.

Are there requirements? Yes! Our ideal volunteers:

- Are Smith Fund donors (any student giving counts too).
- Like to network with other alumnae.
- Can clearly communicate the need for unrestricted funds.
- Are team players who work well with other volunteers.
- Find joy and satisfaction in raising money for Smith.

How much time will this take?

- Long-term: 3 year renewable terms or;
- Short-term assistance with a specific project or event
- About 5 hours a month.



The Volunteer Leadership Corps initiatives are led by you, the volunteers. But you'll have plenty of support!

Smith Fund staff will:

- ◆ Help you determine personal and manageable goals.
- ◆ Provide regular training including webinars, phone calls, and our annual Volunteer Leadership Conference.
- ◆ Send you current information about Smith, event information, outreach materials, “thank you” reminders, and alumnae contact lists.

◆ Discuss fundraising ideas.

◆ Provide technical support.

Your fellow volunteers will:

◆ Be your sounding board for ideas.

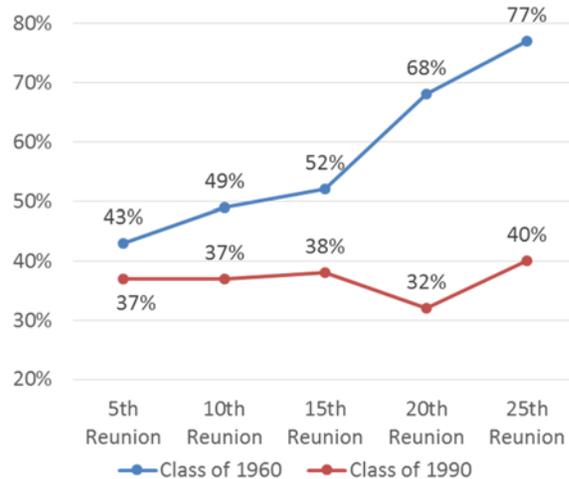
◆ Collaborate on events.

◆ Provide mentorship and advice.

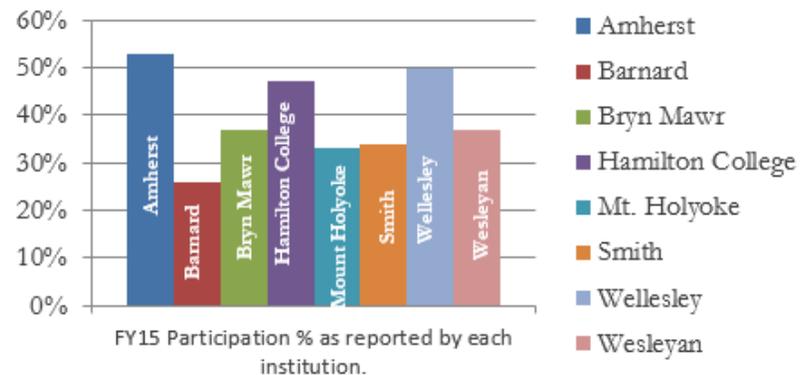
Participation counts too. The VLC augments Smith's existing class based fundraising structure. By connecting with more alumnae in a meaningful way, we can boost overall participation in, and contributions to, The Smith Fund.

Relative to older classes in the same reunion years, younger classes have significantly lower participation.

Reunion Year Participation Comparison
Class of 1960 vs. 1990



2015 US News and World Report



Compared to our peers, Smith lags behind in alumnae participation.

THE
SMITH
FUND

POWERED BY SMITHIES