INSPIRE.
EXCITE.
ENGAGE.

You’ll Never Know Until You Ask
Smith College
November 6, 2015
TOPICS FOR DISCUSSION

1. Welcome
2. The Current Environment for Annual Giving
3. Smith Fund Facts & Figures
4. The Important Role of Smith Fund Volunteers
The Current Environment for Annual Giving
Private Institutions – Median % Change in Revenue

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions
REVENUE TRENDS

Private Institutions – Median % Change in Revenue

Smith College – % Change in Revenue

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions
REVENUE TRENDS

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions*
REVENUE TRENDS

Private Institutions – Median Revenue per Donor

Smith College – Avg. Revenue per Donor

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions
PARTICIPATION TRENDS

Private Institutions – Median Change in Donor Counts

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions
PARTICIPATION TRENDS

Private Institutions – Median Change in Donor Counts

Smith College – Change in Donor Counts

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions
PARTICIPATION TRENDS

Private Institutions – Alumni Participation

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions
PARTICIPATION TRENDS

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions*
PARTICIPATION COMPARED TO PEERS *

* Data from U.S. News & World Report – The “2016” issue is published in the fall of calendar year 2015.
PARTICIPATION TRENDS

Private Institutions – Median Change in Gifts Per Donor

FY12: 0.6%
FY13: 1.1%
FY14: 1.3%
PARTICIPATION TRENDS

Private Institutions – Median Change in Gifts Per Donor

<table>
<thead>
<tr>
<th></th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.6%</td>
<td>1.1%</td>
<td>1.3%</td>
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</tbody>
</table>

Smith College – Change in Gifts Per Donor

<table>
<thead>
<tr>
<th></th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.36</td>
<td>1.51</td>
<td>1.62</td>
</tr>
</tbody>
</table>

10.9%
More Smith Fund Facts and Figures
FY16 GOALS
(JULY 1, 2015 – JUNE 30, 2016)

▪ Securing $12.75M in Smith Fund revenue (from $11.9M)

▪ Increasing the rate of participation to 37% (from 34%)
SMITH FUND CAMPAIGN HISTORY

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Amount</th>
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<tbody>
<tr>
<td>FY10</td>
<td>$10.4M</td>
</tr>
<tr>
<td>FY11</td>
<td>$10.6M</td>
</tr>
<tr>
<td>FY12</td>
<td>$10.7M</td>
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<tr>
<td>FY13</td>
<td>$11.7M</td>
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<tr>
<td>FY14</td>
<td>$12M</td>
</tr>
<tr>
<td>FY15</td>
<td>$11.9M</td>
</tr>
<tr>
<td>FY16</td>
<td>Goal $12.75M</td>
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DONOR PARTICIPATION IN THE SMITH FUND

Number of alumnae donors

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Donors</th>
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<tbody>
<tr>
<td>FY10</td>
<td>14,868</td>
</tr>
<tr>
<td>FY11</td>
<td>14,312</td>
</tr>
<tr>
<td>FY12</td>
<td>14,338</td>
</tr>
<tr>
<td>FY13</td>
<td>13,832</td>
</tr>
<tr>
<td>FY14</td>
<td>13,816</td>
</tr>
<tr>
<td>FY15</td>
<td>13,235</td>
</tr>
</tbody>
</table>
ANATOMY OF A “SYBUNT” (SOMETIMES DONOR)

The average SYBUNT...

- gives less than $100 (when she gives)
- didn’t miss only this year. If she gave last year, she probably missed the year before that.
- just celebrated her reunion.
**DONOR PARTICIPATION IN THE SMITH FUND**

FY10 – FY14: Smith Fund giving only  
FY15: All gifts to Smith  

GOAL: 37%
STUDENT GIVING: THE SENIOR CLASS CAMPAIGN

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY11</td>
<td>23%</td>
</tr>
<tr>
<td>FY12</td>
<td>6%</td>
</tr>
<tr>
<td>FY13</td>
<td>38%</td>
</tr>
<tr>
<td>FY14</td>
<td>52%</td>
</tr>
<tr>
<td>FY15</td>
<td>46%</td>
</tr>
</tbody>
</table>
HOW HAVE THINGS CHANGED?

FY15 Average Participation by Decade

*10s data excludes the senior class

Reunion Year Participation Comparison
Class of 1960 vs. 1990

INSPIRE. EXCITE. ENGAGE.
The Important Role of Smith Fund Volunteers
ELEMENTS FOR SUCCESS

- Smith Fund Volunteers and Staff
- Traditional (Class-based) and Volunteer Leadership Corps (Regional and other approaches)
SMITH FUND VOLUNTEER STRUCTURE

Smith Fund Chair: Erika Smith Brewer ’86

Smith Fund Volunteer Program Chair: Leslie Brooks Solomon ’82

Volunteer Leadership Corps

Class Agents
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. 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.
Powered by Smithies

TAGLINE:
The Smith Fund
Powered by Smithies
MAKING “THE ASK”:
THE MAIN JOB OF FUND RAISERS

- Prepare
- Plan
- Ask
- Celebrate your success!
PREPARING YOUR CASE FOR SMITH

- Why is Smith important to you?
- Use the tools for volunteers on our website
- Review your assignment list and contact sheets
PLAN FOR YOUR CALLS

- Schedule time to make your calls
- Check in with Smith Fund staff or inspiration and encouragement
- If you don’t reach someone, clearly state follow-up plans
MAKE “THE ASK”

- Principles
- Practice
HANDLING COMMON OBJECTIONS
SUCCESS COMES IN MANY FORMS
Final Thoughts and Questions
Thank You!