The Bryn Mawr Fund
Volunteer Summit
October 5, 2021

BMC Staff Liaisons

5th, 10th, 35th, 40th, 45th	Sarah Weinstein	sdweinstei@brynmawr.edu
15th, 20th, 25th, 30th	Christie Kenney	ckenney@brynmawr.edu
50th	Mary DiMarino	mdimarino@brynmawr.edu
55th, 60th, 65th, 70th	Diane McLaughlin	dmclaugh@brynmawr.edu

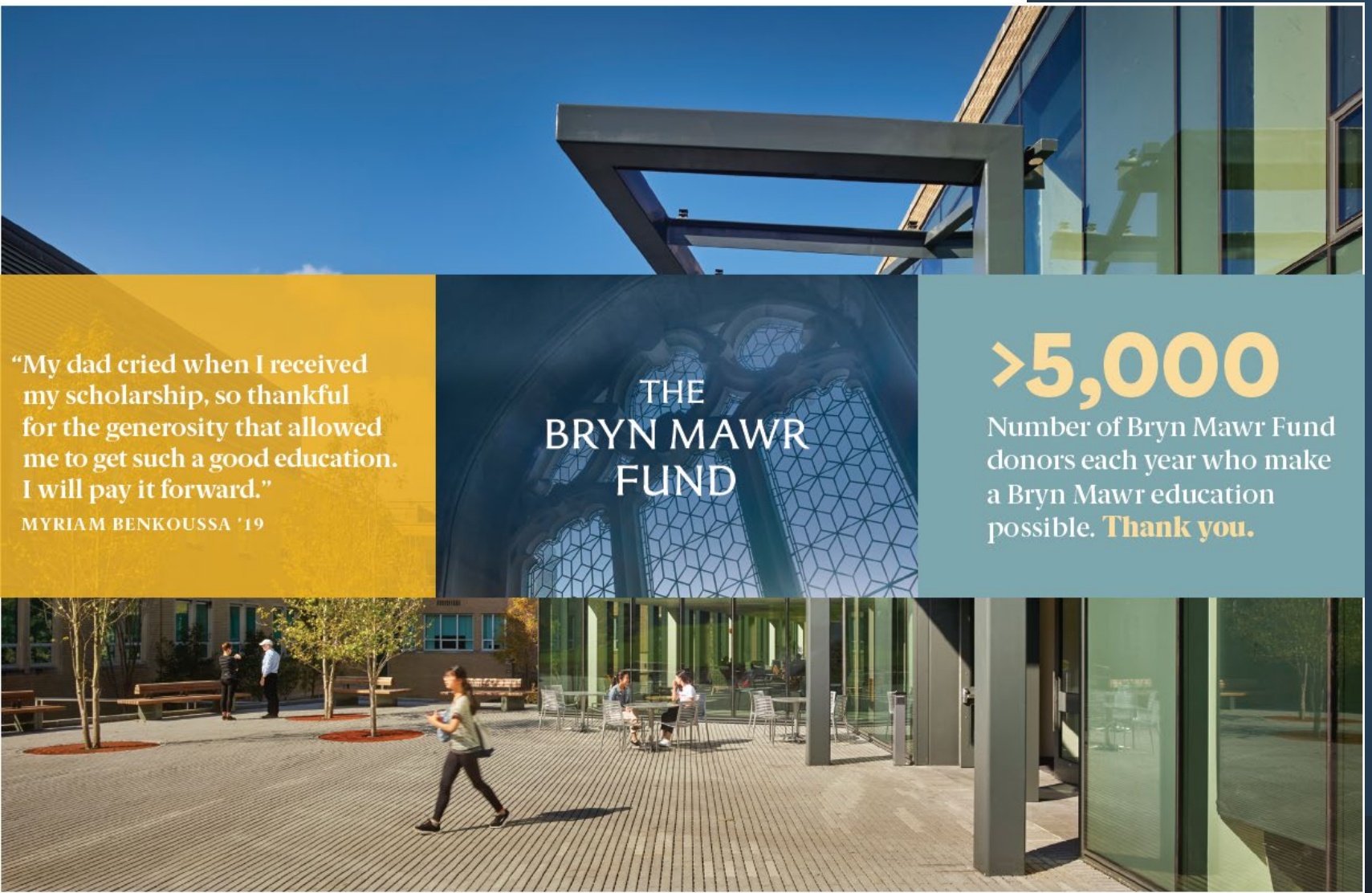
and volunteers in a non-reunion year

The ***Defy Expectation*** **Campaign** closed on May 31st . It was a huge success, raising over $301.8 million.

The Bryn Mawr Fund was a key priority and contributed nearly $65 million in gifts and pledges.

Each year, an average of over 5,000 people donated with 80% of those being undergraduate alumnae/i.

IMPACT

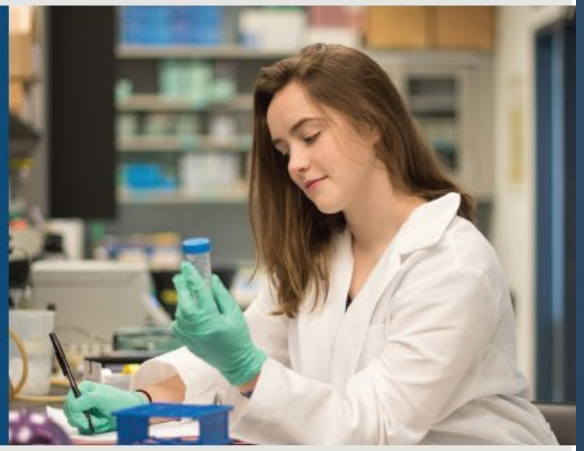

"My dad cried when I received my scholarship, so thankful for the generosity that allowed me to get such a good education. I will pay it forward."
MYRIAM BENKOUSSA '19
THE BRYN MAWR FUND
>5,000
Number of Bryn Mawr Fund donors each year who make a Bryn Mawr education possible. Thank you.

IMPACT

$8M Last year's record-breaking Bryn Mawr Fund total to support priorities like financial aid, career exploration, and campus maintenance.

"I am forever grateful for the generous donations that made it possible for me to attend Bryn Mawr, where every single day provided new opportunities to interact with and learn from a diverse community of scholars."

SARAH DEPEW '19



53% Increase in Bryn Mawr Fund dollars over the past ten years to provide a continued reliable source of revenue for both annual and unanticipated expenses.

Since 2016 (year the Campaign went public) the Bryn Mawr Fund grew to be a consistent fund generating over $6+million annually.

Last year The Bryn Mawr Fund reached a record high of $8,028,005.

Impact:

- Helped increase our financial aid budget by almost 50%, which enabled us to continue to meet 100% of our students' demonstrated need with only modest tuition increases.
- Helped launch programs like THRIVE that supports students as they transition to college life and the Career & Civic Engagement Center which helps students discover their paths during and after their time at Bryn Mawr.
- Helped support faculty and curricular innovation, such as the undergraduate 360° Course Clusters, as well as programs at the graduate level such as building a trauma-informed curriculum at the School of Social Work.
- Helped us keep the lights on and maintain our beautiful buildings and grounds
- Provided a cushion for the unexpected like keeping our students safe during the COVID pandemic while continuing to meet their academic needs with a hybrid learning environment throughout the last year and a half.

IMPACT

VOLUNTEER IMPACT (FY21)
ALUMNAE/I CONTACTED BY A VOLUNTEER ARE
2X
MORE LIKELY TO RESPOND
VOLUNTEERS HELPED RAISE
$8
MILLION
FOR THE BRYN MAWR FUND
WHY DO MAWRTERS MAKE A GIFT?
"BECAUSE A CLASSMATE ASKED ME"
IS THE SECOND MOST-CITED REASON

We could not have done this alone! We're especially grateful for the work of our Bryn Mawr Fund volunteers. Every year we have close to 250 volunteers. Your partnership and the conversations you have with classmates is monumental.

Data has shown that donors who gave as a result of being contacted by a volunteer:

- Are more inclined to give: Our online giving form has a check box that asks what motives a donor to give and "Because a classmate asked me" is often the #1 or #2 reason
- Give more: the average gift tends to be twice as high for a volunteer contact compared to being contacted by the College
- Feel more engaged with the class and the College. They are more likely to attend events, to volunteer themselves, and to further spread good news about Bryn Mawr to their classmates and friends

How do we know this? Through online comments, tracking of appeals and through interviews with prospective students.

Class Chair Work

- Do what's manageable for you!
- Make your gift or pledge early in the FY
- Solicit classmates throughout the year.
- Thank classmates who have made a gift.
- Encourage participation.
- Think ahead about your next Reunion.

Resources

- Appeals from the College
- Class Social Media pages
- Staff Liaisons
- Bryn Mawr Fund Chair Erica Seaborne ‘09
- Volunteer Tools page:
  - https://www.brynmawr.edu/giving/our-priorities/bryn-mawr-fund/fundraising-volunteers/volunteer-tools

- Outreach periods suggestions
  - Giving Tuesday (11/30)
  - End of calendar year (12/31)
  - Give A Hoot (February)
  - May Day
  - End of Fiscal Year 5/31

The Bryn Mawr Fund thanks you!