WHAT IS FEBRUARY?
A month-long celebration of the Mount Holyoke community, leading into Mary Lyon’s birthday on February 28. This year we are Defining Community, as we focus on the traditions, myths, and icons that define Mount Holyoke.

FEBRUARY 2017 ENGAGEMENT OPPORTUNITIES
To stay updated on all things FebruMary, visit mtholyoke.edu/go/february.
☐ Play along with weekly puzzles and photo campaigns
☐ Follow us on social media: Mount Holyoke College Facebook, Alumnae Association Facebook, MaryLyon1837 Instagram
☐ Take selfies with Mary and send them to us february@mtholyoke.edu with our hashtags #FebruMary, #MaryAtWork, #MaryGoesGlobal, and #MyMHCTradition
☐ Share your favorite traditions/ memories via social media, meme or blog post
☐ Make a gift during our Decade Challenge (Feb. 6-10) and encourage your classmates to do so as well.
Questions? Email february@mtholyoke.edu

FUNDRAISING CHALLENGES
Decade Challenge: The class in each decade with the most donors during their designated 24 hours will win an additional $1,837.* Mark your calendars and get ready to rally your classmates!

- 1970s classes: Monday, Feb. 6
- 1980s classes: Tuesday, Feb. 7
- 1990s classes: Wednesday, Feb. 8
- 2000s classes: Thursday, Feb. 9
- 2010s classes and FPs: Friday, Feb. 10

New Donor Challenge: The class with the most new FY17 donors by Feb. 28 will win $5,000*.

Mary Lyon Volunteer Challenge: Any class with 100% MHFund volunteer participations and 100% Class Board participation by Feb. 28 will be entered to win an additional $5,000*.

* Challenge winners will have funds added to their fundraising total at the end of the year.

IMPORTANT REMINDERS
☐ Make sure to include links to either the february website (mtholyoke.edu/go/february) or the giving page (mtholyoke.edu/go/mhcgive) on each post!
☐ Recommended Posting schedule:
  ☐ Once the day before your 24 hour challenge day
  ☐ Three times on your day: early update (around noon), early evening (6pm), last chance (10pm)
  ☐ Once the day after the Decade Challenge
  ☐ Once towards the end of the month as a reminder for the New Donor Challenge
SAMPLE EMAIL TEXTS

Decade Challenge Email Text:

FebruMary is almost here, a time to celebrate the Mount Holyoke community and the great things we can achieve when we work together! The annual FebruMary Decade Challenge is coming up in just a few days, and the class with the most alumnae donors in each decade will receive an additional $1,837 to be added to our fundraising total at the end of the year. Like in past years, the focus is on the number of donors, not dollars, so gifts of any size can have a big impact.

Our day is _____________, Feb. __! Any gifts from made by 11:59 pm EST count, so please consider joining me in making a gift in support of our alma mater. You can make your gift at mtholyoke.edu/go/mhcgive.

Thank you!

New Donor Challenge Email Text:

Did you miss your opportunity to give for the FebruMary Decade Challenge? In just 24 hours, XXX of our classmates made gifts to Mount Holyoke and brought our class participation rate up to XX%! All of these gifts are being put to work right away to support current students.

Although we did not win [Even though we won] the Decade Challenge, there is still another opportunity to have an impact AND win some extra money for our class fundraising total. As part of the New Donor Challenge, the class with the most new donors in February will win $5,000 to be added to their fundraising total at the end of the year. (A new donor in this case is someone who has not made a gift to MHC since July 1, 2016.)

I hope you will consider joining me in making a gift this FebruMary – small gifts really add up, and your investment in Mount Holyoke means the world to current students. You can make your gift at mtholyoke.edu/go/mhcgive or by going to mtholyoke.edu/go/februmary.

Please let me know if you have any questions. Happy FebruMary!

FACEBOOK TIPS

Creative ways to engage your classmates:

- Create a FB event and invite everyone in your class
- Use a meme generator and add some humor
- Share updates (with pictures!) throughout your day
- Start friendly competitions with other classes
- Tag your friends in your favorite MHC photos
- Make sure to include a link to the giving form or FebruMary page for easy giving
- Use the #FebruMary hashtag