Mount Holyoke alums look forward and give back.

The Mount Holyoke Fund
FY18 Strategy and Plans

September 16, 2017
MHF Team Introductions

Allison Butler ’05
Director

Beckie Markarian ’07
Associate Director, Marketing Specialist

Corwynn Crane FP’02, P’06
Associate Director, Reunion Giving
Classes: 1972-1968

Cristin Bates
Associate Director,
Volunteer & Class Management
Classes: 1988-1997, Parents

Sara Allen
Senior Officer, Strategic Reporting & Analysis

Meghan Golden
Officer, Young Alumnae & Student Philanthropy
Classes: 2003-2017, FPs

Olivia Murphy-Boyle
Officer, Post 50th Program and Giving Societies

Audrey Markarian ’07
Officer, Volunteer Programming and Support

TBD
Officer, Advancement Marketing

Karen Couture
MHF Coordinator

Theresa O’Banner
Administrative Assistant

Julie Ogg Current FP
MHF Coordinator
Classes: 1953-1961

Wanda Mauran
Classes: 1936-1952
Gift Planning/ MHF Coordinator
Agenda:

- Review of FY17 Results
- Review of FY18 Goals and New Initiatives
- Introduction to new Volunteer Portal project
- Questions
FY17 Results

Thank You! $8.4 Million for The Mount Holyoke Fund from 9,713 donors!

338 donors made their First Gift Ever to Mount Holyoke.
693 donors made their First Gift in 5 years

9,211 of alumnae gave back to Mount Holyoke, resulting in 34.4% alumnae participation

7,071 alumnae who gave in FY16 made a gift last year, resulting in 75.6% retention rate

7,141 Laurel Chain Society members
LCS members represent 74% of all donors to the College and raised $6.6 million in unrestricted funds last fiscal year.

468 donors supported MHC through automatic monthly renewal or sustaining gifts

LYBUNTS 7,071
SYBUNTS 1-2 yrs 1,196
SYBUNTS 3-5 yrs 430
Non-Donors 514

$2.45 million to The Mount Holyoke Fund
$8.9 million comprehensive total

1967
FY18 Goals:

$8.5 Million

10,000 Donors
FY18 Strategies:

How are we going to get to $8.5 million with 10,000 donors?

• New Segmentation and Marketing Strategy

• Enhancements to Laurel Chain Society

• Focus on Volunteer Experience
FY18 Marketing Strategy:

Communications & Appeals

• Segmentation/Variable Messaging
• Marketing focus on MHF gift “destinations”
  • Student Scholarship Aid
  • The Lynk
  • Academic Enrichment
  • Faculty Support
  • Technology and Teaching Tools
  • Library and Archives
  • Campus Preservation and Beautification.
  • Athletics and Physical Fitness
  • Student Life
  • Sustainability/Green Mount Holyoke
  • Wherever MHC Needs It Most
FY18 Communication Calendar

Primary Appeals

• Fall Appeal (October): Sustainability/Green Mount Holyoke

• Calendar Year End Appeal (December): Student Scholarship Aid

• Spring Appeal (April): Faculty Support

• Fiscal Year End Appeal (June): Lynk
FY18 Communication Calendar

Additional appeals for tailored groups

• “Anniversary” notes
• “We miss you” notes
• March Reunion letter from HCAs (reunion classes only)
• Sustaining donor summary (January)

Phonathon

• Callers: Mix of students from all around the world, representing all class years

• Types of calls:
  • Thank You calls
  • Solicitation calls
  • RSVP calls for events
FY18 Communication Calendar

Challenges!

• FebruMary

• Volunteer participation challenges
  • **Founder’s Day Challenge for Volunteer Participation:** Every class that achieves 100% MHF volunteer participation by Founder’s Day (Nov. 8) will be entered into a drawing to win an additional $5,000 towards their class total
  
  • **Mary Lyon Challenge for Volunteer Participation:** Every class that achieves 100% MHF volunteer participation and Class Board Participation by Mary Lyon’s Birthday (Feb. 28) will be entered into a drawing to win an additional $5,000 towards their class total

• Reunion Challenges

• Small scale end of fiscal year challenges
FY18 Communication Calendar

Opportunities for personal messaging

• Print
  • Follow-up message to fall appeal
  • March reunion letter (reunion classes only)
• Email
  • Regular e-newsletters/class emails
• Social Media
• Utilize class Facebook and twitter pages to share messaging

Connect with your MHF staff liaison to talk about these opportunities and make your plan!
FY18 Laurel Chain Society

The Laurel Chain Society recognizes all alumnae who make a gift each year—in any amount to any fund—to support Mount Holyoke.

Membership Parameters:

- Alumnae who give for 3 consecutive years, including the current fiscal year
- Young Alumnae 1-3 years out (2015-2017) who make a gift this current fiscal year
- Seniors who make their Senior Gift

Welcome Packets—Arrives in mailboxes in late September

Fireside Chat Series

Online Honor Roll
FY18 Volunteer Experience

- Events
- Communications
- Stewardship
- Volunteer Resources
- And the new Volunteer Portal project!
New: Volunteer Portal Project

• What current challenges will the volunteer portal address?

• How will the volunteer portal solve these problems?

• How have alumnae been included in the process?
New: Volunteer Portal Project

Timeline of Project:
• In development NOW

• Volunteer usability testing in October/November

• Training in December/January

• Launch in January

In the meantime, regular volunteer hub reports will be up and running as usual this fall.
Questions?
Important Reminders

• Training session next for our *current* volunteer hub reports
• Young Alumnae discussion session
• Class planning (reunion classes can join reunion planners in Kendade)
• Student tours of newly renovated Blanchard floors available
• Odyssey is open and is now housing MHC merchandise items
• Social Hour at President’s House starting at 5:30