



VOLUNTEER LEADERSHIP CONFERENCE

TOGETHER for SMITH



The Smith Fund FY17 Action Plan
November 6, 2016
9:00 – 10:00 am

Today's session will cover...

- Welcome & Introductions
- Smith Fund Overview
- Recap FY16
- Plan for FY17
- National Philanthropy Day
- Tools for Volunteers

Don't forget to stay for our next session!





The Smith Fund Structure

Smith Fund Chair:
Erika Smith Brewer '86

Smith Fund Volunteer
Program Chair:
Leslie Brooks Solomon '82

Volunteer
Leadership
Corps

Class Agents

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The Smith Fund in a nutshell

Gifts are used in the year they are made to support programs and initiatives across campus and to provide financial aid for students.

About 2/3 of the money raised by The Smith Fund goes to financial aid each year. Since 2010, Smith has awarded \$390 million in scholarship aid (Smith Fund and endowment).

Smith Fund gifts can be designated to one of 8 areas of need:

- General Smith Fund
- Essential Smith
- Smart Smith
- Inclusive Smith
- Global Smith
- Sustainable Smith
- Resourceful Smith
- Ada Comstock Scholarship

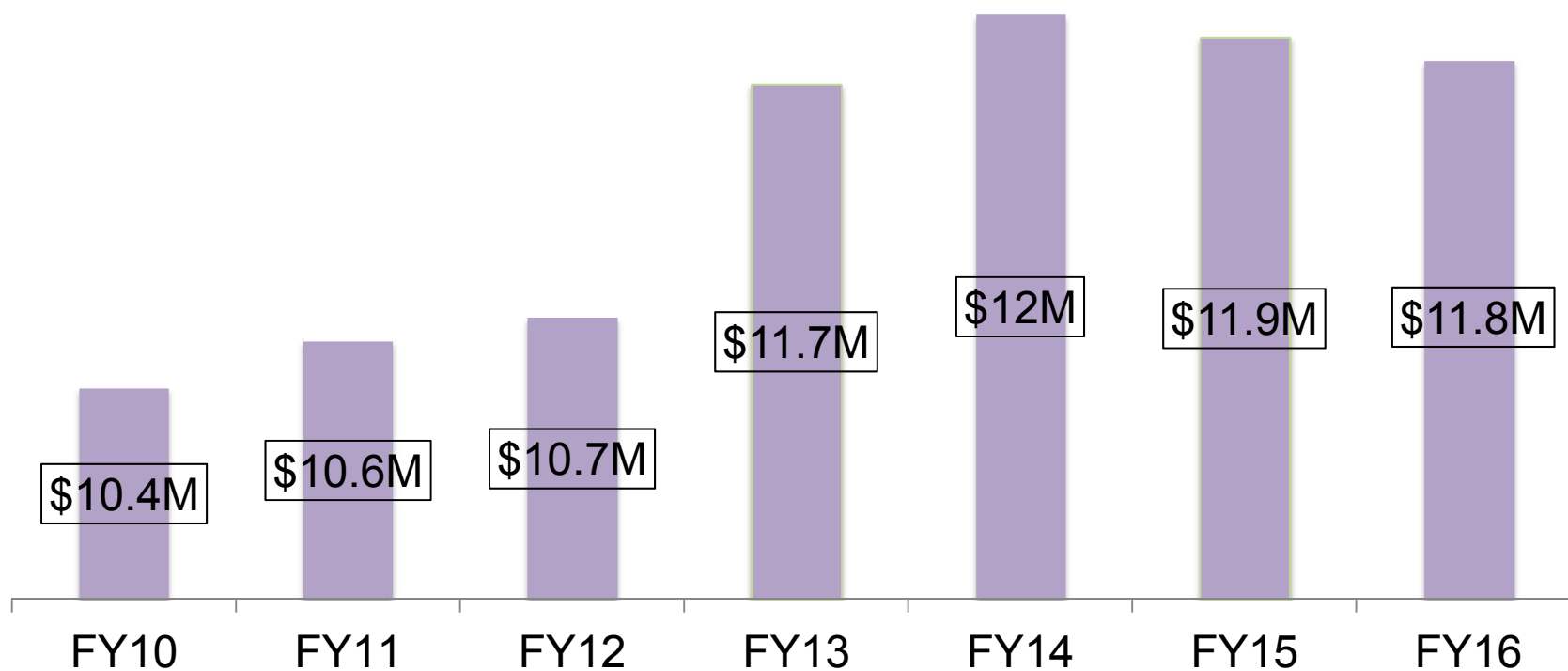


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FY16 Review

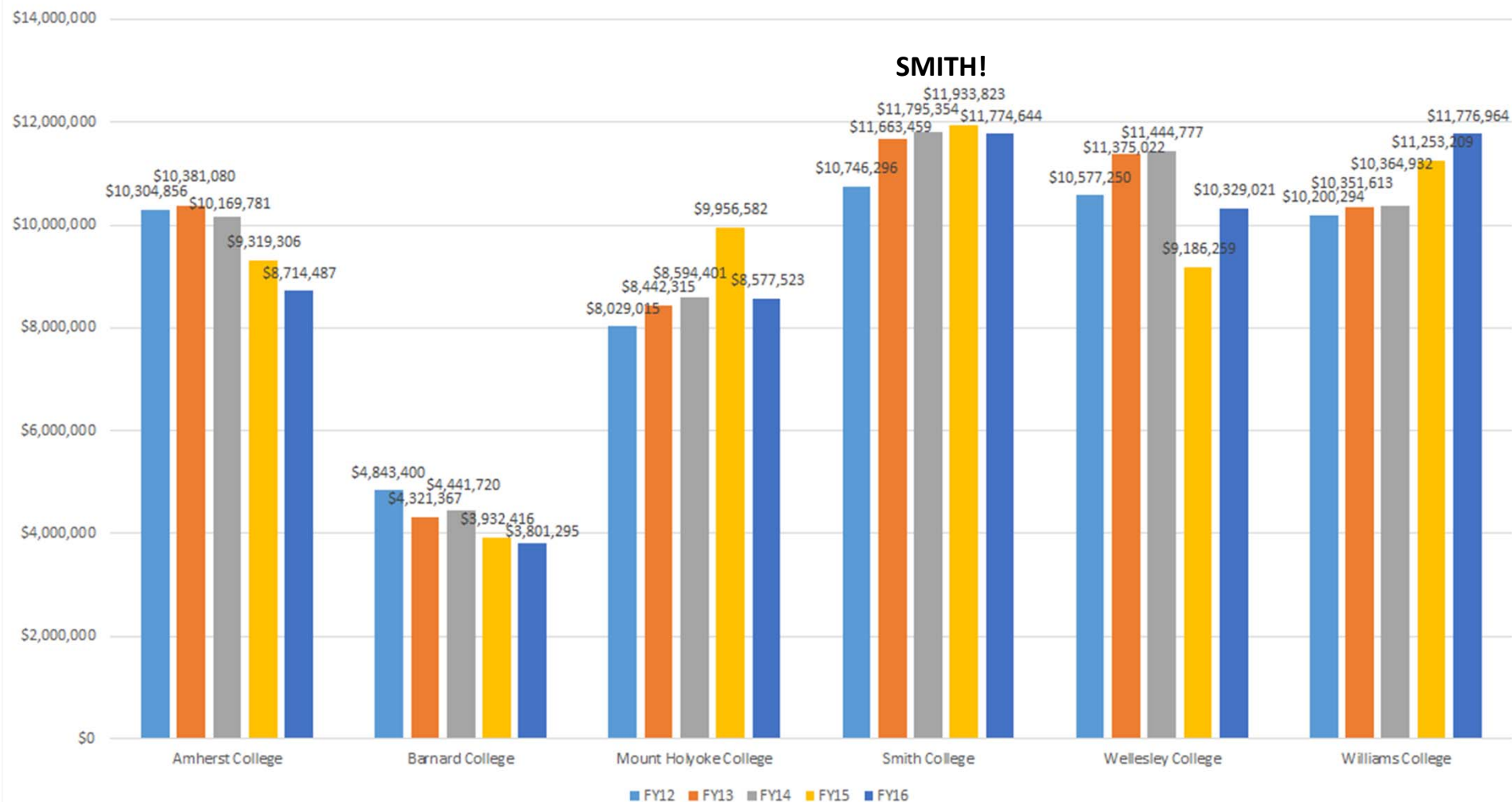
SMITH FUND CAMPAIGN HISTORY



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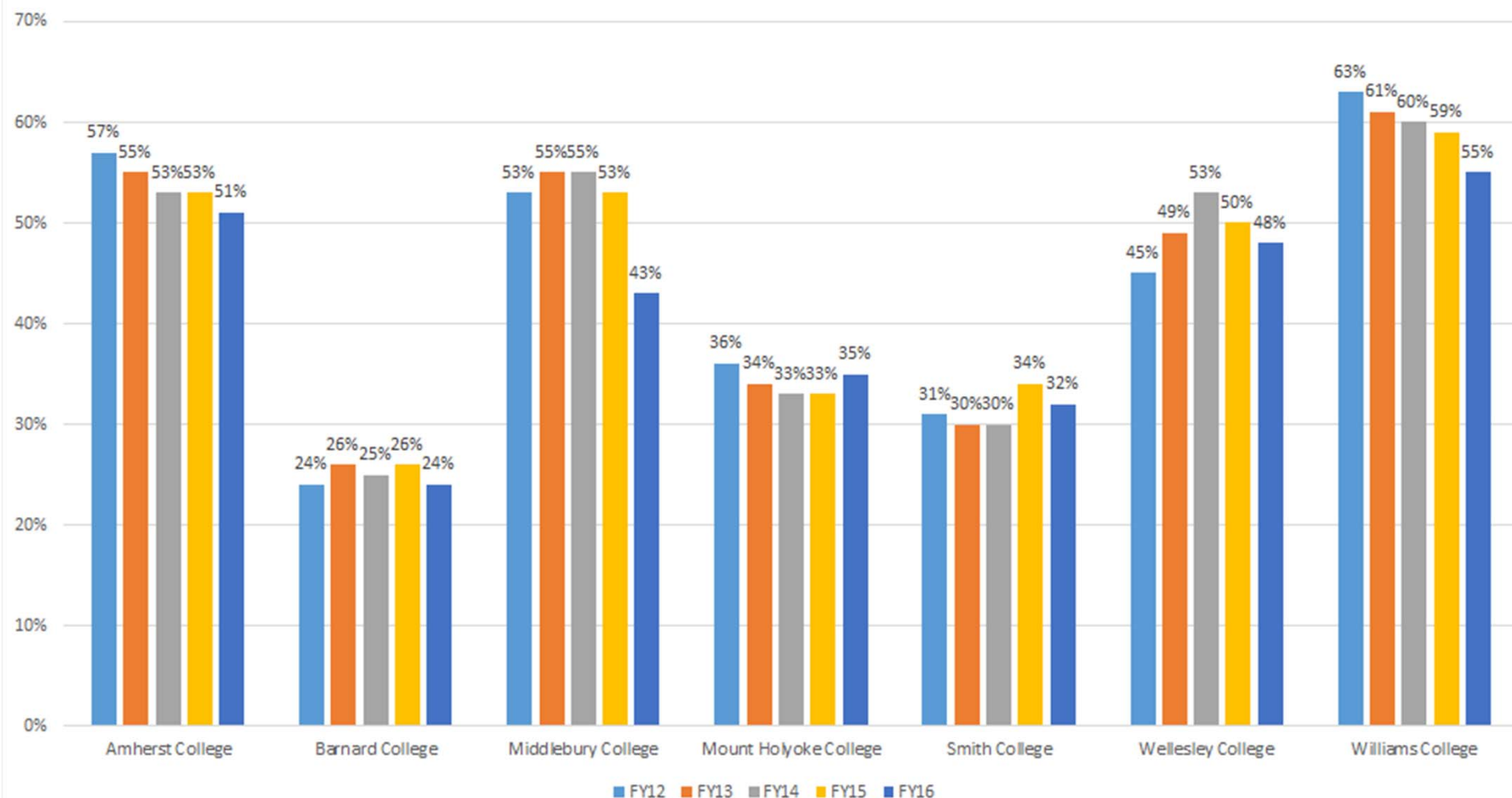


Overall Annual Fund Totals (STAFF: Self-reported)



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Overall Alumni/ae Participation percentage (STAFF: Self-reported)



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A Recap of FY16

- 2nd most successful fundraising year in Smith's history: \$63.9 million raised.
- Smith's overall fundraising program was recognized by CASE with an award for excellence.
- Increased student involvement through events like the annual "Traditions Party".
- 12,700 alumnae participated. Our SF total raised for FY16 was \$11.8 million.
- Three successful crowdfunding campaigns brought in \$5.4 million!





FY17 Action Plan

FY2017 Goals

\$13 million

34% alumnae participation

As of 11/4/16 we are at:

\$2.9 million

7% participation



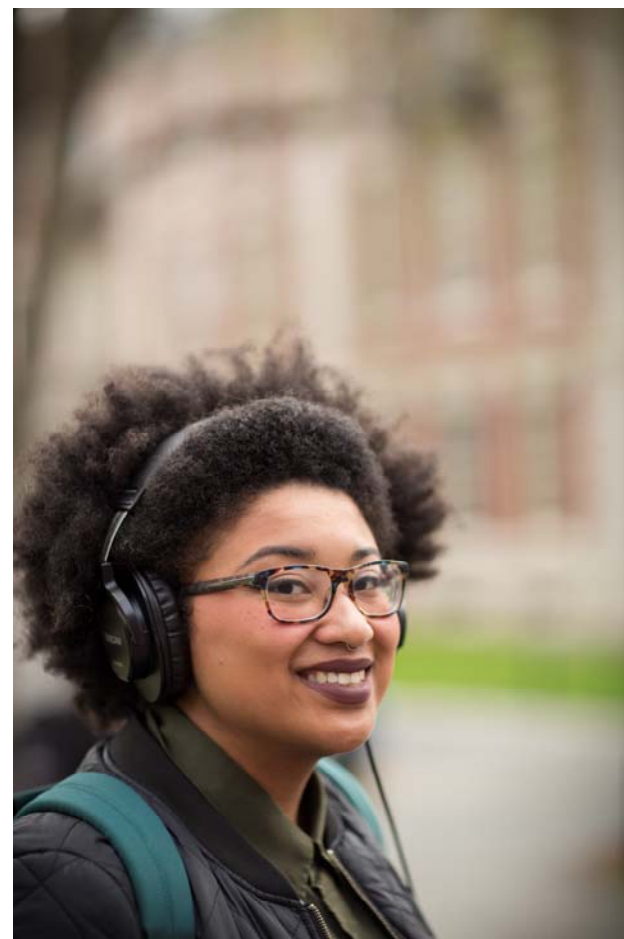
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FY17: Engage our SYBUNTs

“Sometimes Donors”, aka “SYBUNTs” – donors who gave to Smith in Some Years But Unfortunately Not This... YET!

The average SYBUNT...

- gives less than \$100 (when she gives)
- didn't miss only one year
- If she gave last year, she probably missed the year before that
- is younger: in the classes of 1980 - 2015
- just celebrated her reunion



FY17: A Strong Finish to the Campaign

- Securing as many Smith Fund gifts as possible by 12/31, to count in *Women for the World: The Campaign for Smith*
- Lock in annual participation from Smith Stars with sustaining, monthly credit/debit card gifts
- Multi-year pledges from leadership-society level donors



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Announcing Smith's New Online Giving Form!

Step 1: Choose One-Time or Monthly (Sustaining)

Giving to Smith
Empowering Smith to Educate Women for the World

Make your gift now
Secure Payment Portal

One Time Monthly

\$1,000 \$500 \$250
\$100 \$50 \$25

\$ Other amount USD

Give by Credit Card

You may specify gift designations and other instructions later in the giving process.

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Announcing Smith's New Online Giving Form!

Step 2: Tell us who you are

Step 3: Enter your credit/debit card

OPTIONAL Step 4: Designate your gift and/or Other Notes

And you're done!

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FY17: National Philanthropy Day



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FY17: December – June Outreach



- December: push to end of Campaign/tax year
- General appeal mailings and emails
- Reunion Classes: specific outreach
- Segmented challenge initiatives
- Some (reduced) student phone outreach
- June: final push & securing all outstanding pledges

FY17: Volunteer Leadership Corps

- Leadership Smith Fund volunteers connect with alumnae by region and volunteer affiliation.
- Our goal is to contribute 1% participation to The Smith Fund's overall goal.
- We especially need volunteers in Washington, DC and San Francisco!
- We have 19 volunteers ranging from the class of 1956 to 2013!



FY17: Current Students & Recent Graduates

- Meet them where they're at
- Recruitment & mentorship of class volunteers by peers
- Tailored outreach
- Meaningful options & specific causes



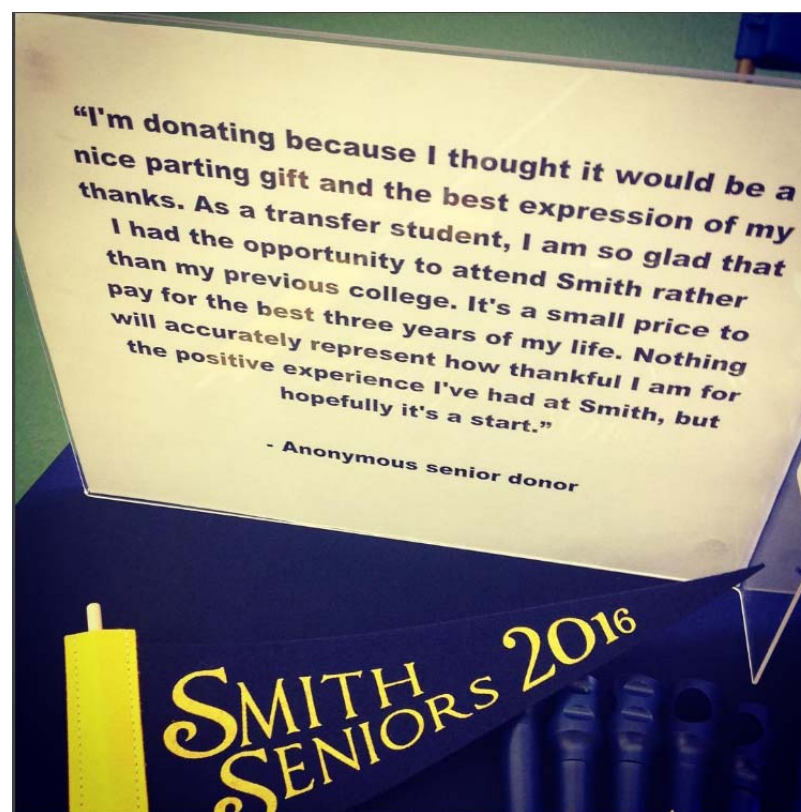
FY17: Current Student Engagement

Student Involvement

- Smith Fund Intern
- Student Volunteer Leadership Corps
- Alumnae Relations Student Ambassadors

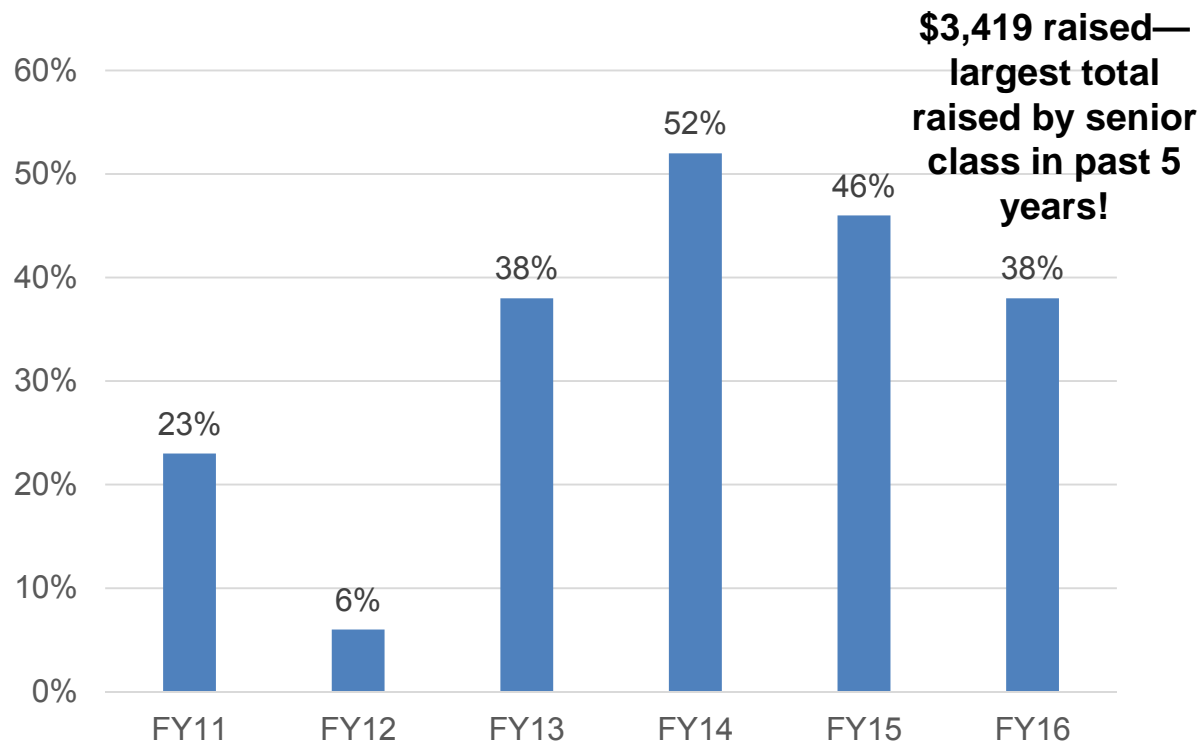
Education & Visibility

- Student Activity Fair
- National Philanthropy Day (week)
- Co-sponsored events with Alumnae relations like the Traditions Party, Haunted House, and Almost an Alumna Day.
- Senior Wine & Cheese
- Presence at Family Weekend



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STUDENT GIVING: THE SENIOR CLASS CAMPAIGN



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Thank you,
Smith Fund
Volunteers!



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Power for Good

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.



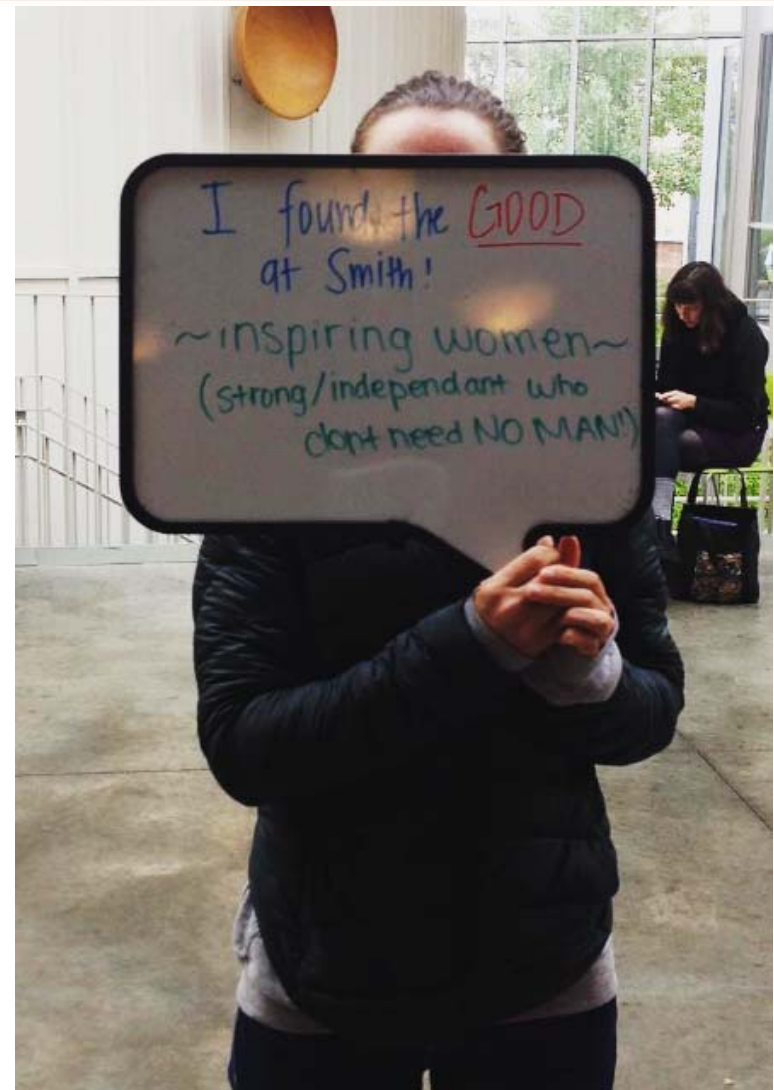
Power for Good

Now more than ever, Smithies like us turn disruptive ideas into meaningful action. We embrace change and make a difference. We are incalculably powerful.



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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.



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FY17: Tools for Volunteers

Online resources: Go to www.smith.edu/thefund and click “Tools for Volunteers”. Here you’ll find:

- Calendar of events and mailings
- Volunteer Manual
- Recorded Webinars
- Smith Fund Staff contact information
- Other useful documents

Other:

- Join the 103 Smith Fund volunteers already online, go to: www.facebook.com/groups/SmithFundVolunteers/ to ask your questions, get updates, and ideas!
- Podcast: New this year, The Smith Fund podcast is a quick way for us to share information and “how-to” audio guides with our volunteers. www.smithfund.podbean.com
- Electronic reports: Your mailed reports now come monthly via email for ease of use, more up-to-date information, and huge time/cost savings.

Smith Fund Volunteers

Today October 2016 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27 12pm VLC: Gro	28	29	30	Oct 1
2	3 5pm New Mexic	4	5	6	7 6:30pm Philadel	8
9	10	11	12	13	14	15
Volunteer Report Mailing (Anticipated)						
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

WHY SHOULD YOU GIVE? REASON #22:
Transform women's history
MAKE A GIFT

Smith Fund Volunteers
Closed Group

Joined Share Notifications

Discussion Members Events Photos Files

Search this group

Write Post Add Photo / Video Create Poll More

Write something...

RECENT ACTIVITY

ADD MEMBERS
Enter name or email address...

MEMBERS 103 Members (2 n)

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