

THE SMITH FUND NUTS & BOLTS

September 2008 ★ Volunteer Conference

Betsy Carpenter '93
Director, The Smith Fund

The Smith Fund

- ◆ Unrestricted, budget-relieving annual fundraising effort.
- ◆ Immediately put to use in areas that need it most.
- ◆ Primarily scholarship support – 63% of Smith students receive some need-based aid.



The Smith Fund Staff

- ◆ **Betsy Carpenter '93, Director**
Overall program direction & operations, staff supervision
- ◆ **Amy Wehle, Senior Development Officer**
25th & 50th reunions, giving societies
- ◆ **Maria Held, Assistant Director**
Class management, web presence, participation
- ◆ **Barbara Rejniak, Assistant Director**
Class management, donor relations
- ◆ **Nicole Giannini, Program Coordinator**
Phonathon program, class management
- ◆ **Kimberly Philbrook, Program Coordinator**
Direct mail
- ◆ **Meghann Zononi, Program Assistant**
Staff and volunteer support
- ◆ **Julia Keller, Program Assistant**
Staff and volunteer support

Facts & Figures

44,537 = alumnae of record

10,248 = alumnae with no phone number

23,234 = alumnae with an email address

6,734 = alumnae who have asked not to be solicited

584 = alumnae who refused to make a gift in FY08

7% = annual giving portion of the operating budget

\$48,108 = Tuition, room and board and covers about 2/3 of the cost of educating a student at Smith

SUCCESS!

Fiscal Year '08 Results

\$12M

\$700,000 more than the year before

16,171 donors

397 more donors than the year before

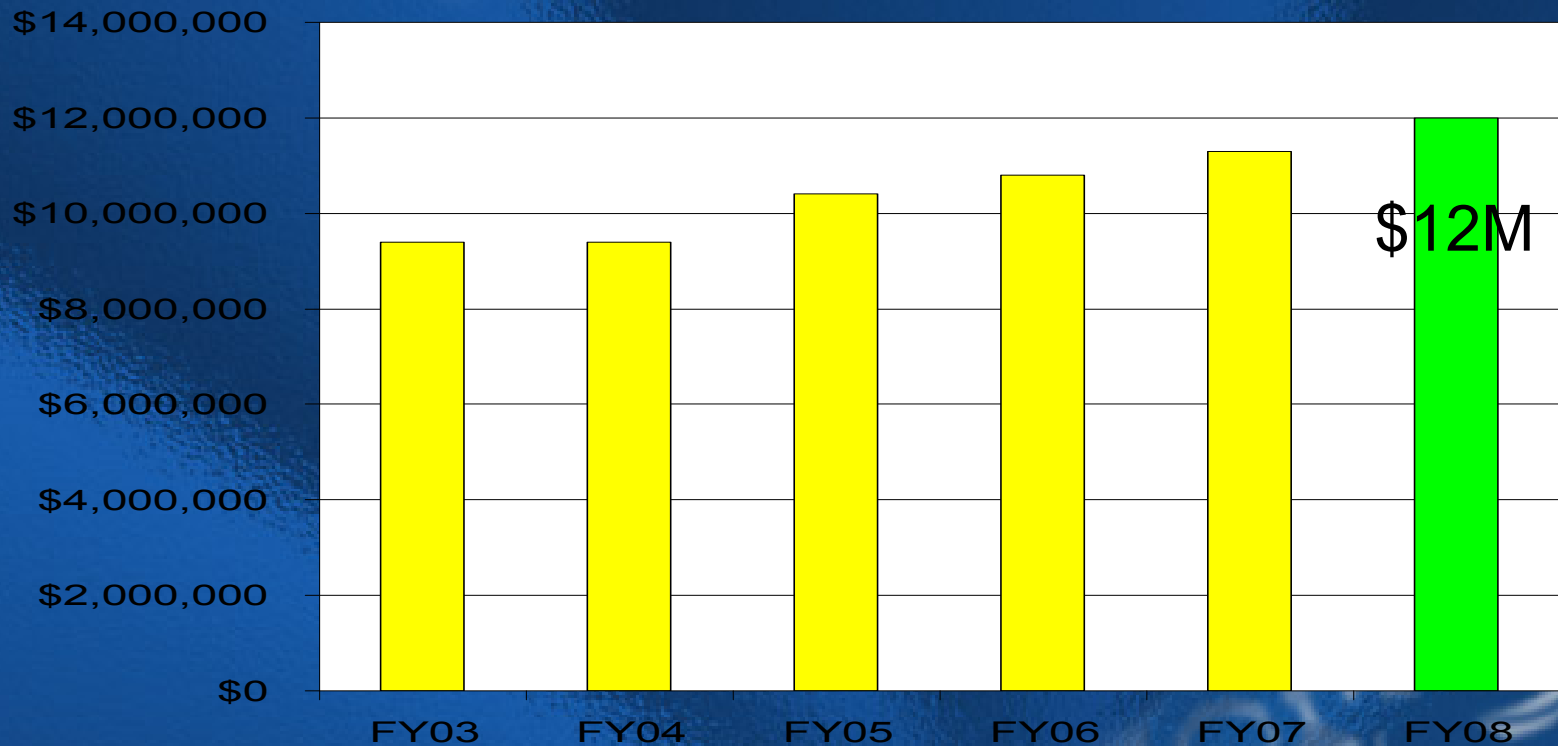
80s Participation Challenge

June Challenges

Understand the Smith Fund: Success in Dollars!

FY08 = \$12M

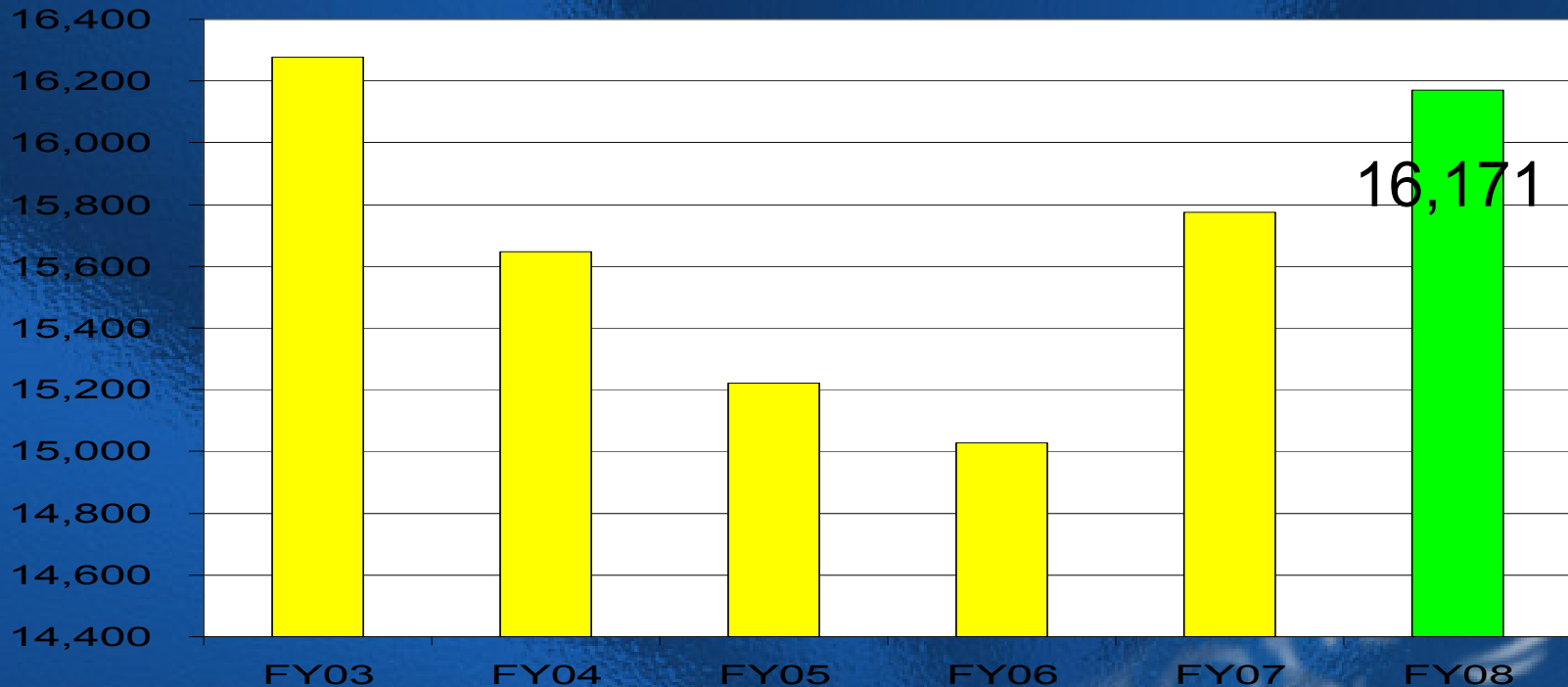
\$700,000 more than the year before



Understand the Smith Fund: Success in Donors!

FY08 = 16,171 donors

397 more donors than the year before



Highlights of success from FY08

- Donors giving online

FY07: 2,136 → FY08: 3,404 = +60%

- Donors giving through our student calling program

FY07: \$814k → FY08: \$904k = +\$89k

- New donors

FY07: 1,060 → FY08: 1,485 = +425 donors

- Consecutive donors who have given 10+ years

FY07: 4,809 → FY08: 5,017 = +208 donors

How We Compare

- ◆ 4th Largest in S.T.A.F.F. group
- ◆ 27th in participation rank in that same group
- ◆ Participation rate is 5% lower than Mount Holyoke yet we raise \$3.4M more
- ◆ Target Analytics

FY09 COMMITMENTS

- ◆ 4% increase = \$12.5M
- ◆ Increase Participation
 - ◆ Quality Solicitations
 - ◆ Alumnae Engagement

Your Role

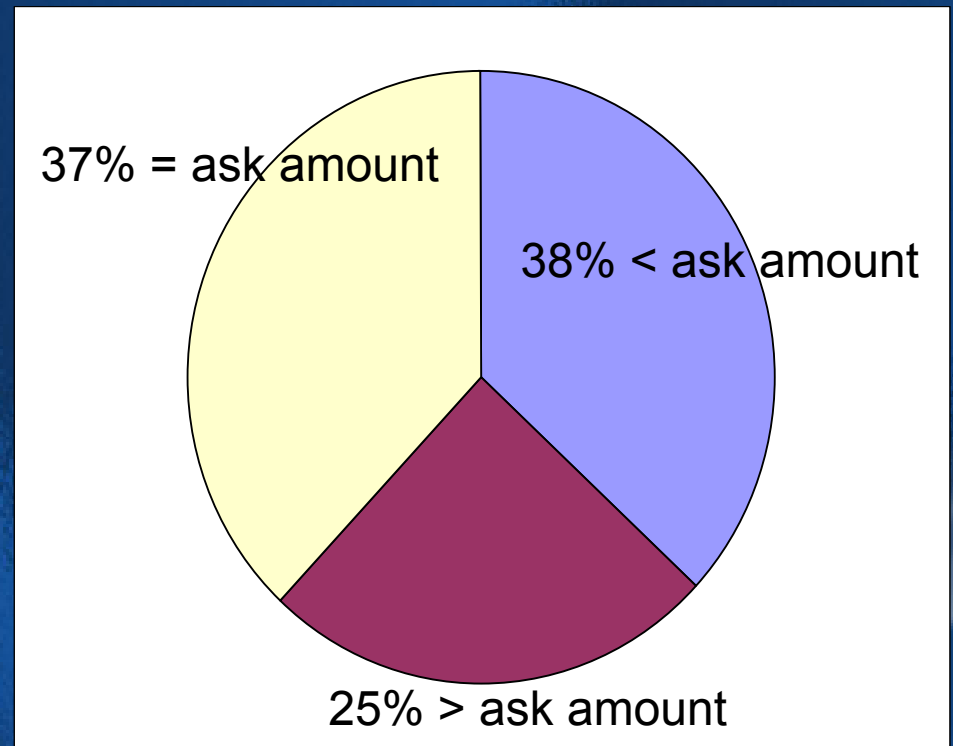
Smith Fund volunteers act as ambassadors, advocates and solicitors connecting with other alumnae to bring them up-to-date on what is happening at Smith today and to encourage philanthropic support of the college.

Preparing to ask

- ◆ Assigning class members
- ◆ Setting target amounts
- ◆ Methodology
 - ◆ Amount = most recent past gift
 - ◆ Amount = most recent non-reunion year gift
 - ◆ Amount = reunion stretch amount

Why Set Target Amounts

- ◆ Smith alumnae give at all different levels. Suggested amounts based on past giving are a starting point for a gift conversation.
- ◆ Raise sights – particularly in reunion year



Setting a Class Goal

- ◆ Smith Fund staff recommend a goal based on a reasonable increase over the previous year
- ◆ Guideline: $\text{FY08 total} + 4\% = \text{FY09 Goal}$ (unless unusual gift circumstances exist)
- ◆ Reunion Year Stretch Goal

Using Goals to Your Advantage

- ◆ Inspire the volunteer team
- ◆ Together all gifts have more impact than alone!
- ◆ Motivate reluctant donors

Volunteer Program Review

- ◆ Advancement Committee and Smith Fund Cabinet
- ◆ Response to requests from alumnae and results of the Lake Survey
- ◆ Worked with an outside consultant to conduct an in depth review of our volunteer model focusing on the similarities and differences of our different generational cohorts

Volunteer Program Review



- ◆ What we learned
- ◆ How we have responded
- ◆ Next Steps

Your Volunteer Team

- ◆ Fund Team Coordinators, Class Fund Agents, Special Gift Chairs, Memorial Chairs, Planned Giving Chairs
- ◆ Recruiting Assistants
 - ◆ Only if you find people who really want to do this work
 - ◆ Must be donors themselves in order to make the case to others

The Smith Fund Program

◆ Direct Mail

- ◆ Appeal letters and emails
- ◆ FY08 sent over 300,000 pieces and emails
- ◆ General and class specific
- ◆ Targeting different audiences at different times

◆ Phonathons

- ◆ Raised over \$900,000 in FY08
- ◆ 5,855 gifts and pledges or over 1/3 of our gifts
- ◆ Pledge fulfillment rate = 72%
- ◆ Reunion callers

What The Smith Fund Program Does For You

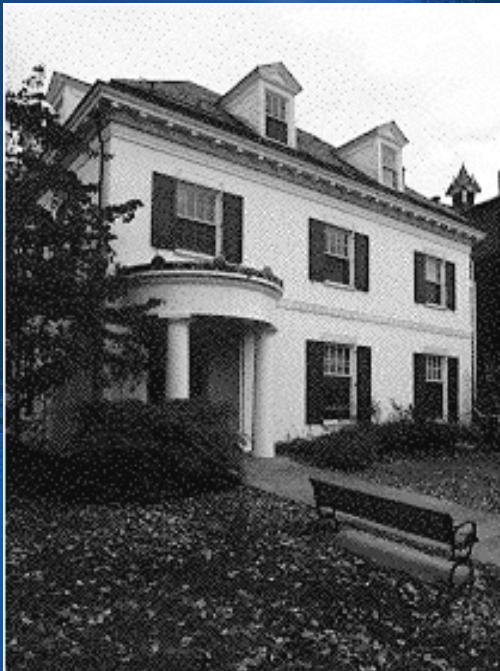
- ◆ We are your partners in this endeavor.
- ◆ While you reach out to those assigned to you on a class basis, we are connecting all alumnae with our program and the college's needs.
- ◆ Smith relies on us. Together we can do it.

The Five Year Reunion Cycle

(for classes not in the 25th and 50th reunion cycles)

- ◆ **Years One through Three – Building Connections**
- ◆ **Year Four – Reunion Preparations**
- ◆ **Year Five – Reunion Year: This is when we really need all hands on deck to capitalize on reunion enthusiasm!**

Reports and Updates from The Smith Fund



- ◆ Report Mailing Schedule
- ◆ Acknowledgement Report, Progress Report and Prospect Summary

Engaging Your Classmates

What does it mean to be engaged?

How are you engaged with Smith College?

We need your help engaging your
classmates!

As a fundraising volunteer, how can *you* prepare to engage your classmates?

1. Understand the Smith Fund
2. Know what Smith has to offer alumnae
3. Read the *Smith Alumnae Quarterly*, *Newssmith* and *Smith e-news* and check in on the Gate
www.smith.edu/news/
4. Connect with your classmates

Connect with your classmates...

- Ways to reach out:
 - Letters
 - Hand-written notes
 - Post-cards
 - Phone
 - Txt messages
 - Email
 - Online communities
- Timely Smith “Excuses”:
 - Mountain Day
 - Rally Day
 - Smith Club Event
 - Class Notes
 - Commencement
 - December 31
 - June 30
 - Ask for a gift
 - Thank for a gift
 - Close to class goal
 - Close to total goal

Challenging Issues

- ◆ We are here to help you with these!
- ◆ Restricted vs. unrestricted gifts
- ◆ Campus climate
- ◆ Economic concerns

A Few Key Things

- ◆ We ask for one Smith Fund gift a year (but we may have to ask many times).
- ◆ Smith is committed to honoring donors' wishes.
- ◆ Your classmates expect to hear from Smith about a gift each and every year.
- ◆ Be flexible.
- ◆ There is no mystery to this work; you must be persistent.
- ◆ You must believe in what you are asking others to do.
- ◆ Keep your sense of humor.
- ◆ Call us. Write us. Keep us in the loop and let us know what you need.

Your Next Steps

1. You will be sent a packet of materials from our office.
2. You will be assigned a group of classmates.
3. Alumnae will be solicited by the college for gifts by mail and/or by phone in the fall.
4. When someone assigned to you makes a gift, you will be notified and you will write that person a thank you note.
5. In the spring, if anyone assigned to you still has not given, you will be asked to call or write to them urging them to support Smith again this year.



Questions?