You’ll Never Know Until You Ask
November 17, 2015

A Webinar Recap of Smith Fund Content presented at the Sept. 2015 Volunteer Leadership Conference
Agenda

1. Welcome
2. The Current Environment for Annual Giving
3. Smith Fund Facts & Figures
4. Smith Fund Volunteer Structure & Roles
5. Smith’s Participation Task Force
6. Q&A
The Current Environment for Annual Giving
Private Institutions – Median % Change in Revenue

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions
REVENUE TRENDS

Private Institutions – Median % Change in Revenue

<table>
<thead>
<tr>
<th></th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY12</td>
<td>3.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY13</td>
<td>5.1%</td>
<td></td>
<td></td>
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<tr>
<td>FY14</td>
<td>5.7%</td>
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Smith College – % Change in Revenue

<table>
<thead>
<tr>
<th></th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY12</td>
<td>0.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY13</td>
<td>9.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY14</td>
<td>2.6%</td>
<td></td>
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</table>

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions.*
**Private Institutions – Median Revenue per Donor**

- **FY12:** $662
- **FY13:** $730
- **FY14:** $746

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions*
Private Institutions – Median Revenue per Donor

Smith College – Avg. Revenue per Donor

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions
PARTICIPATION TRENDS

Private Institutions – Median Change in Donor Counts

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions
PARTICIPATION TRENDS

Private Institutions – Median Change in Donor Counts

Smith College – Change in Donor Counts

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions
PARTICIPATION TRENDS

Private Institutions – Alumni/ae Participation

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions
PARTICIPATION TRENDS

Private Institutions – Participation

<table>
<thead>
<tr>
<th></th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td></td>
<td>19%</td>
<td>19%</td>
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</table>

Smith College – Participation

<table>
<thead>
<tr>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>31%</td>
<td>30%</td>
<td>30%</td>
</tr>
</tbody>
</table>

*All data from Blackbaud’s FY14 donorCentrics study of 86 private higher education institutions.
PARTICIPATION COMPARED TO PEERS *

* Data from U.S. News & World Report – The “2016” issue is published in the fall of calendar year 2015.
PARTICIPATION TRENDS

Private Institutions – Median Change in Gifts Per Donor

- FY12: 0.6%
- FY13: 1.1%
- FY14: 1.3%
PARTICIPATION TRENDS

Private Institutions – Median Change in Gifts Per Donor

FY12 FY13 FY14
0.6% 1.1% 1.3%

Smith College – Change in Gifts Per Donor

FY12 FY13 FY14
1.36 6.3% 10.9%

1.51 1.62
More Smith Fund
Facts and Figures
FY16 GOALS
(JULY 1, 2015 – JUNE 30, 2016)

- Securing $12.75M in Smith Fund revenue (from $11.9M)
- Increasing the rate of participation to 37% (from 34%)
SMITH FUND CAMPAIGN HISTORY

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY10</td>
<td>$10.4M</td>
</tr>
<tr>
<td>FY11</td>
<td>$10.6M</td>
</tr>
<tr>
<td>FY12</td>
<td>$10.7M</td>
</tr>
<tr>
<td>FY13</td>
<td>$11.7M</td>
</tr>
<tr>
<td>FY14</td>
<td>$12M</td>
</tr>
<tr>
<td>FY15</td>
<td>$11.9M</td>
</tr>
<tr>
<td>FY16</td>
<td>Goal $12.75M</td>
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DONOR PARTICIPATION IN THE SMITH FUND

Number of alumnae donors

<table>
<thead>
<tr>
<th>Year</th>
<th>Donors</th>
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<tbody>
<tr>
<td>FY10</td>
<td>14,868</td>
</tr>
<tr>
<td>FY11</td>
<td>14,312</td>
</tr>
<tr>
<td>FY12</td>
<td>14,338</td>
</tr>
<tr>
<td>FY13</td>
<td>13,832</td>
</tr>
<tr>
<td>FY14</td>
<td>13,816</td>
</tr>
<tr>
<td>FY15</td>
<td>13,235</td>
</tr>
</tbody>
</table>
ANATOMY OF A “SYBUNT” (SOMETIMES DONOR)

The average SYBUNT...

- gives less than $100 (when she gives)
- didn’t miss only this year. If she gave last year, she probably missed the year before that.
- just celebrated her reunion.
DONOR PARTICIPATION IN THE SMITH FUND

<table>
<thead>
<tr>
<th>Year</th>
<th>FY10 – FY14: Smith Fund giving only</th>
<th>FY15: All gifts to Smith</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY10</td>
<td>GOAL: 37%</td>
<td></td>
</tr>
</tbody>
</table>
STUDENT GIVING: THE SENIOR CLASS CAMPAIGN

FY11: 23%
FY12: 6%
FY13: 38%
FY14: 52%
FY15: 46%
HOW HAVE THINGS CHANGED?

**FY15 Average Participation by Decade**

*10s data excludes the senior class

**Reunion Year Participation Comparison**
Class of 1960 vs. 1990

- 40s: 37% (1960), 57% (1990)
- 50s: 58% (1960), 58% (1990)
- 60s: 40% (1960), 57% (1990)
- 70s: 32% (1960), 32% (1990)
- 80s: 28% (1960), 28% (1990)
- 90s: 23% (1960), 23% (1990)
- 00s: 19% (1960), 19% (1990)
- 10s: 25% (1960), 25% (1990)
- Adas: 37% (1960), 40% (1990)

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- 00s: 19% (1960), 19% (1990)
- 10s: 25% (1960), 25% (1990)
- 10s: 37% (1960), 40% (1990)

**Reunion Year**
- 5th Reunion: 43% (1960), 37% (1990)
- 10th Reunion: 49% (1960), 37% (1990)
- 15th Reunion: 52% (1960), 38% (1990)
- 20th Reunion: 68% (1960), 32% (1990)
- 25th Reunion: 77% (1960), 40% (1990)

Legend:
- Class of 1960
- Class of 1990
The Important Role of Smith Fund Volunteers
ELEMENTS FOR SUCCESS: Two Volunteer Groups

- Smith Fund Volunteers and Staff
- Traditional (Class-based) and Volunteer Leadership Corps (Regional and other approaches)
SMITH FUND VOLUNTEER STRUCTURE

Smith Fund Chair: Erika Smith Brewer ’86

Smith Fund Volunteer Program Chair: Leslie Brooks Solomon ’82
Volunteer Leadership Corps
Class Teams
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. Now more than ever, Smithies like us turn disruptive ideas into meaningful action. We embrace change and make a difference. We are incalculably powerful.

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.
Powered by Smithies

TAGLINE:
The Smith Fund
Powered by Smithies
Please feel free to contact us:

Maria Held, Smith Fund Director
mheld2@smith.edu

Katie Averill, Assistant Director for Phonathon and Student Programming, Classes of 2001-2015, Ada Comstock, and Students: kaverill@smith.edu

Molly Bouffard '06, Assistant Director for Volunteer Programs, Classes of 1971-1980 and Parents:
mbouffard@smith.edu

Allison Gomes, Milestone Reunion Philanthropic Officer, Classes of 1966-1970 and 1991-1995:
agomes@smith.edu

Laura Metallo, Assistant Director for Direct Marketing, Classes of 1981-1990 and 1996-2000:
lmetallo@smith.edu

Barbara Rejniak, Sr. Assistant Director, Post-50th Reunion Classes: brejniak@smith.edu
Questions?

The Smith Fund

800-241-2056 (menu option 1)
www.smith.edu/thefund

thesmithfund@smith.edu

33 Elm Street, Northampton, MA 01063