



THE  
SMITH  
FUND

POWERED BY SMITHIES




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

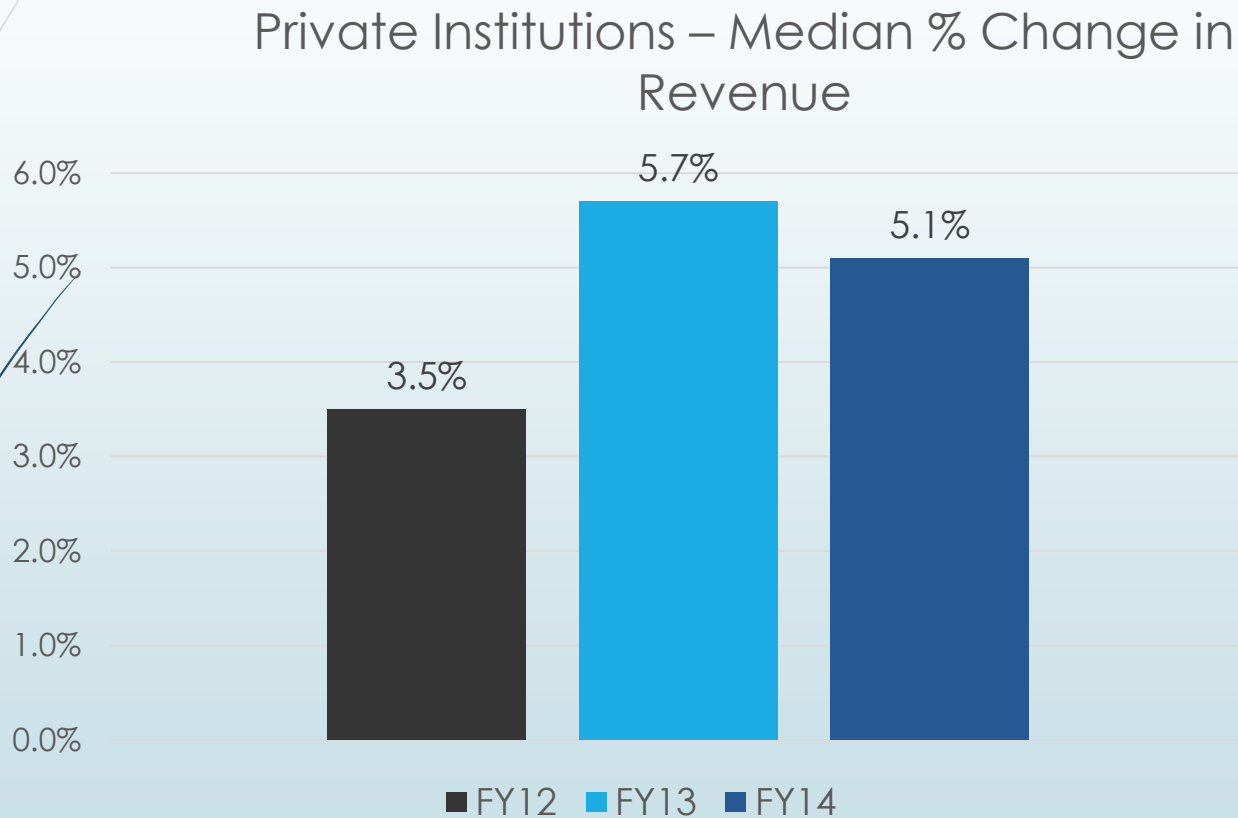
1. Welcome
2. The Current Environment for Annual Giving
3. Smith Fund Facts & Figures
4. Smith Fund Volunteer Structure & Roles
5. Smith's Participation Task Force
6. Q&A





# The Current Environment for Annual Giving

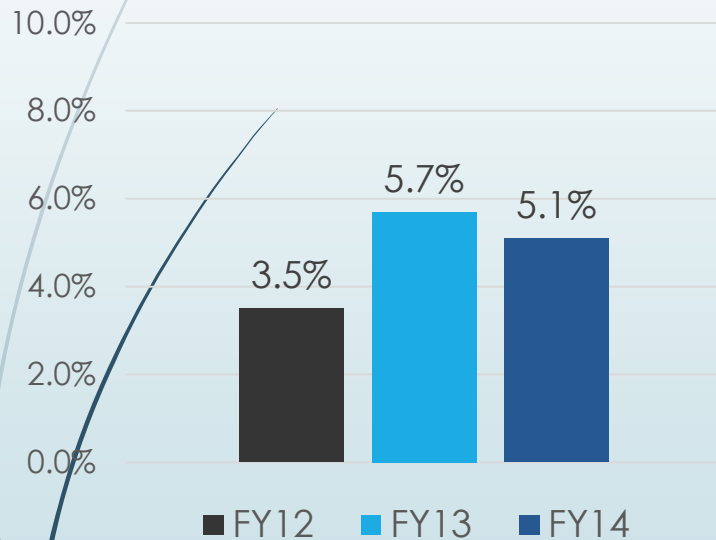
# REVENUE TRENDS



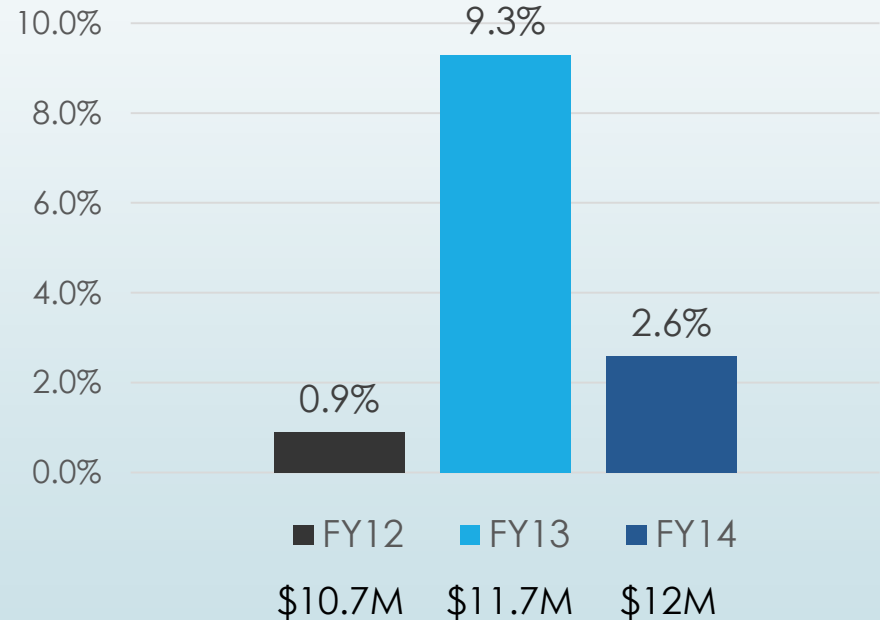
\*All data from Blackbaud's FY14 donorCentrics study of 86 private higher education institutions

# REVENUE TRENDS

Private Institutions –  
Median % Change in  
Revenue



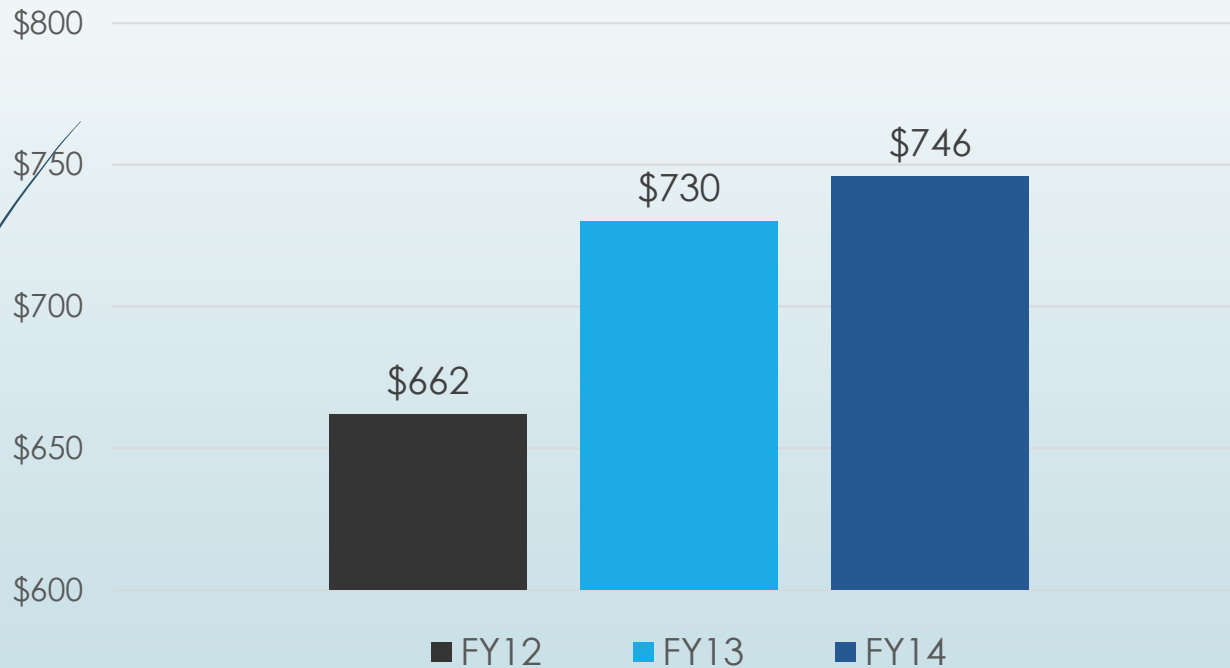
Smith College – % Change in  
Revenue



\*All data from Blackbaud's FY14 donorCentrics study of 86 private higher education institutions

# REVENUE TRENDS

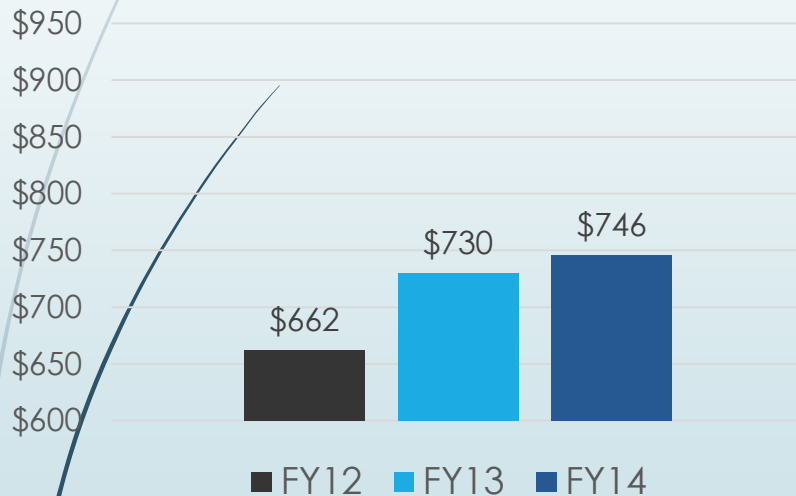
## Private Institutions – Median Revenue per Donor



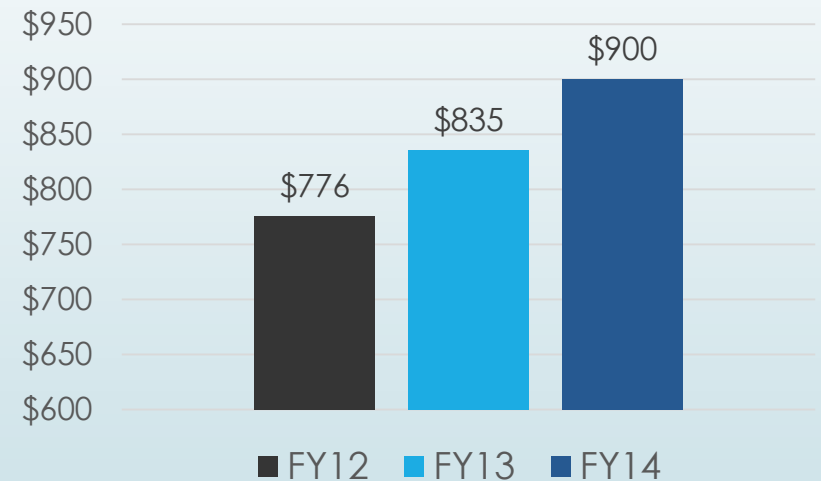
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# REVENUE TRENDS

Private Institutions –  
Median Revenue per  
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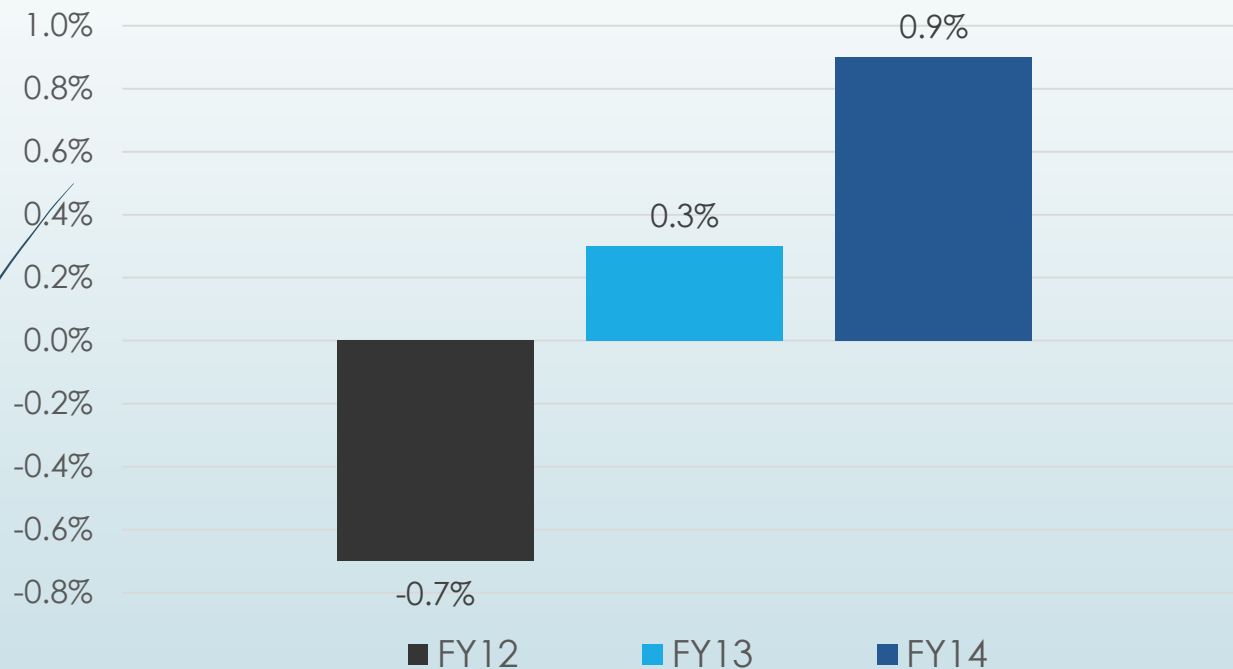
Smith College – Avg.  
Revenue per Donor



\*All data from Blackbaud's FY14 donorCentrics study of 86 private higher education institutions

# PARTICIPATION TRENDS

## Private Institutions – Median Change in Donor Counts

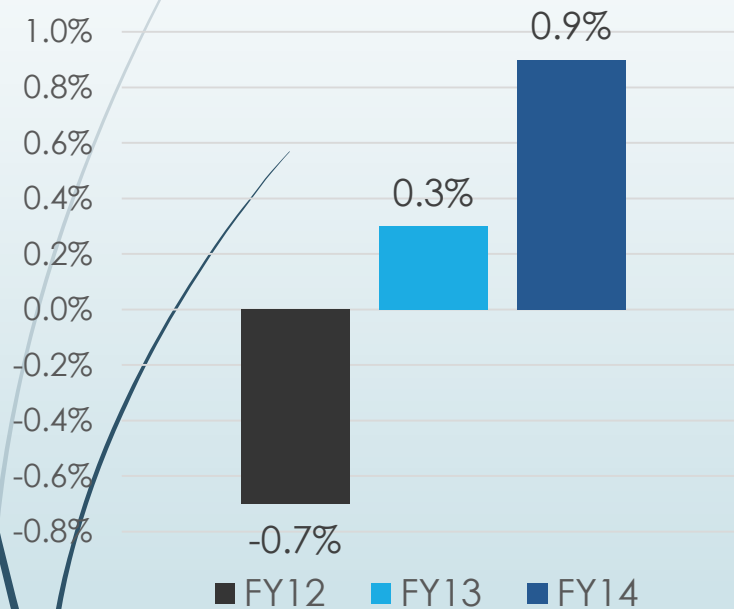


\*All data from Blackbaud's FY14 donorCentrics study of 86 private higher education institutions

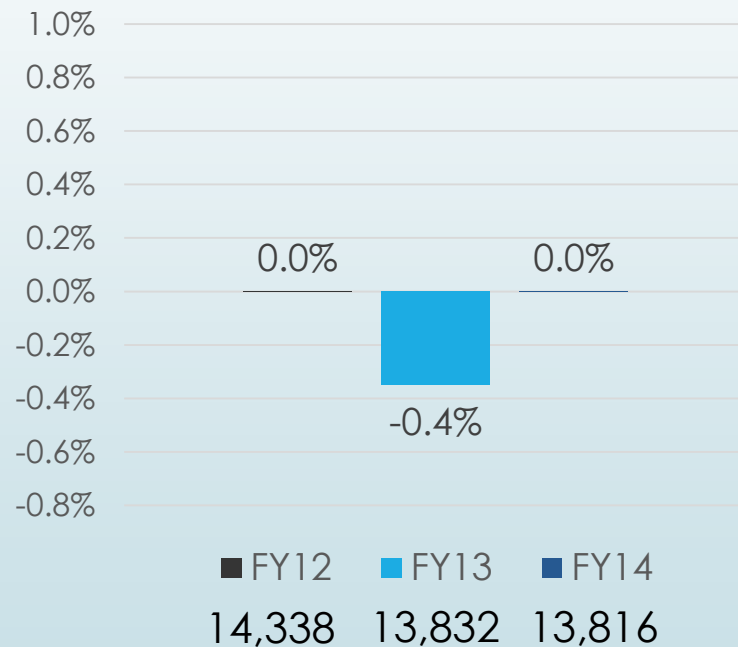


# PARTICIPATION TRENDS

Private Institutions –  
Median Change in  
Donor Counts



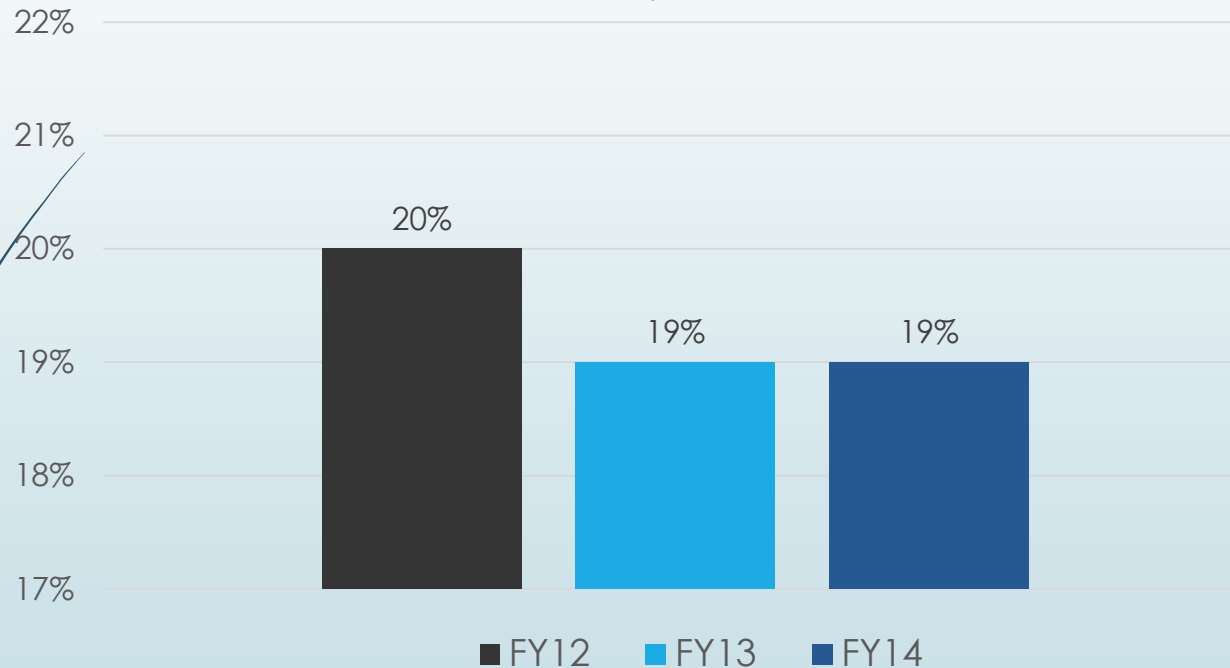
Smith College – Change  
in Donor Counts



\*All data from Blackbaud's FY14 donorCentrics study of 86 private higher education institutions

# PARTICIPATION TRENDS

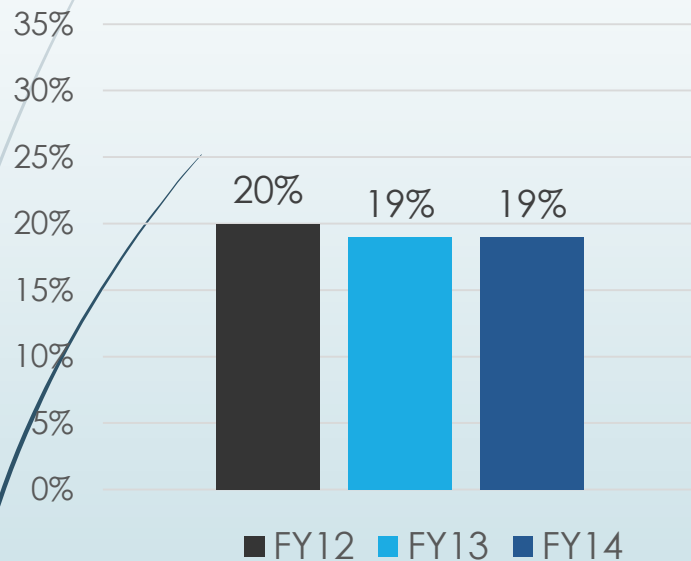
## Private Institutions – Alumni/ae Participation



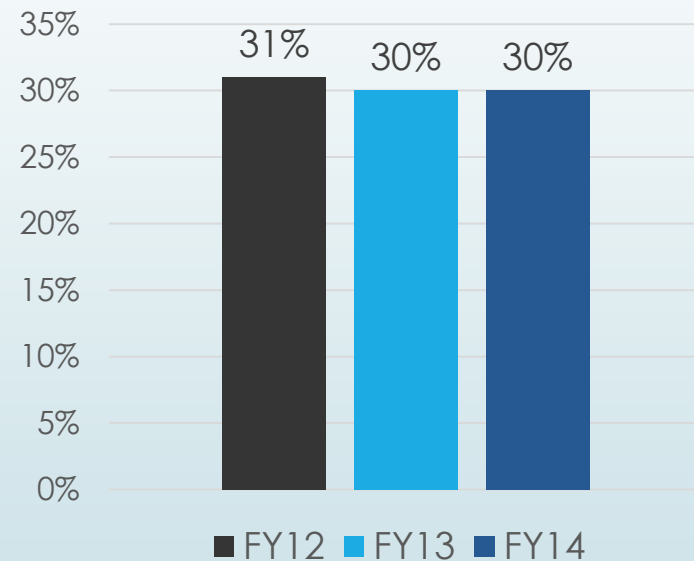
\*All data from Blackbaud's FY14 donorCentrics study of 86 private higher education institutions

# PARTICIPATION TRENDS

## Private Institutions – Participation

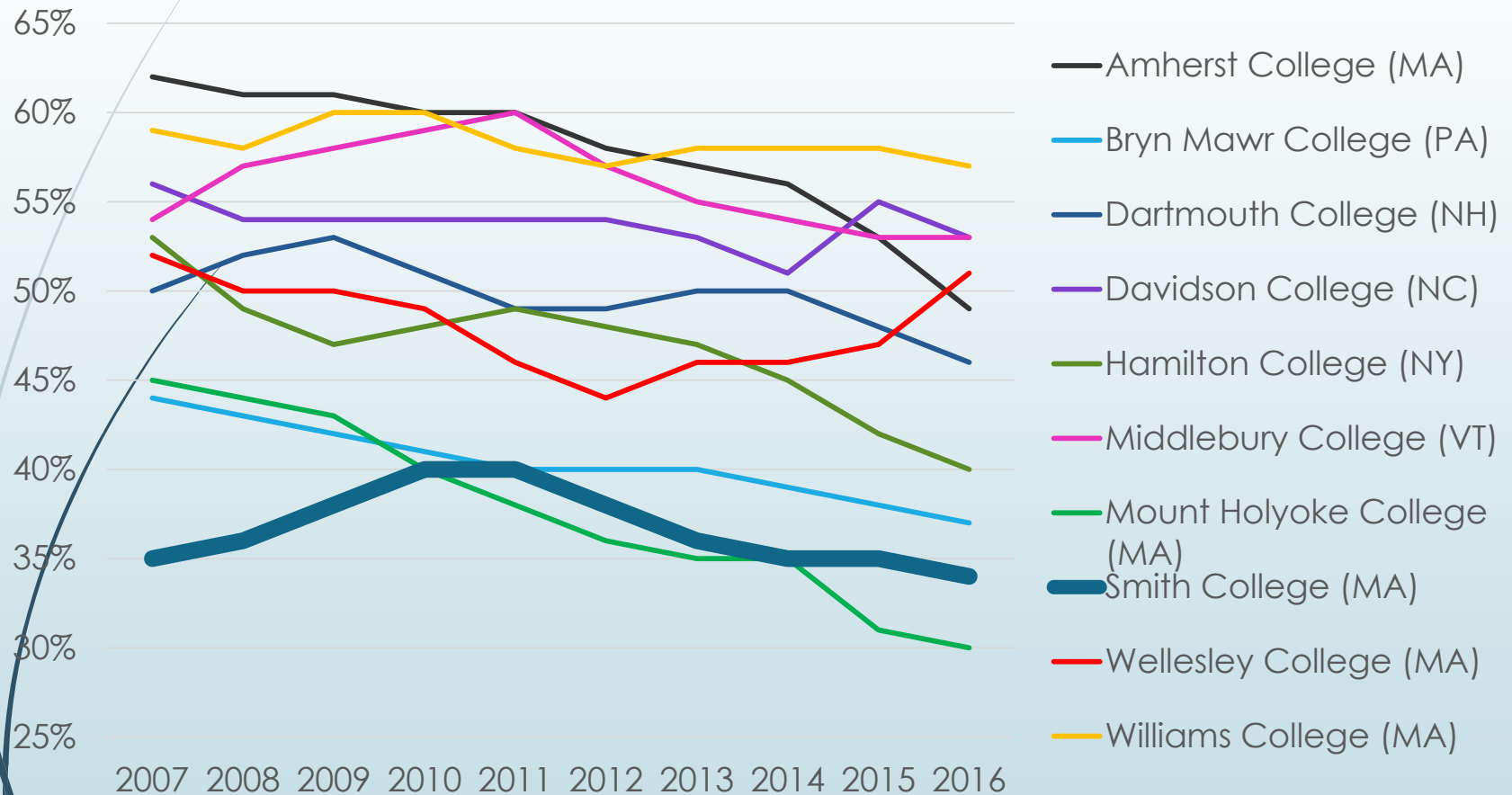


## Smith College – Participation



\*All data from Blackbaud's FY14 donorCentrics study of 86 private higher education institutions

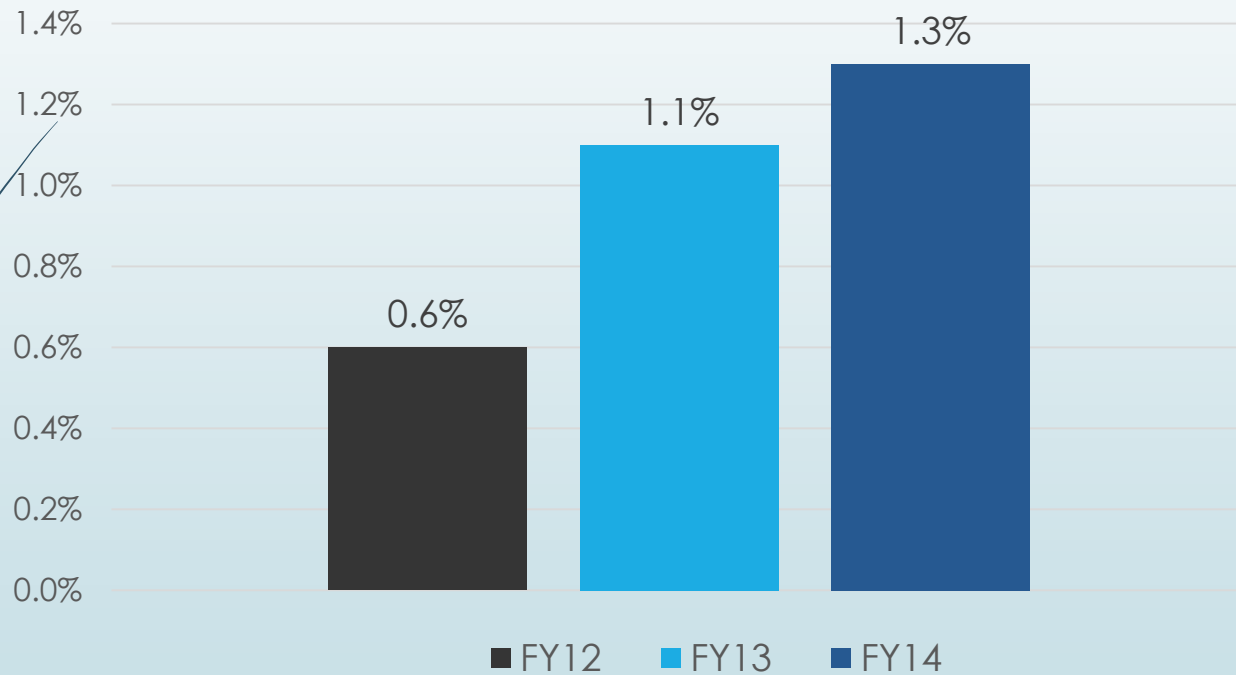
## PARTICIPATION COMPARED TO PEERS \*



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

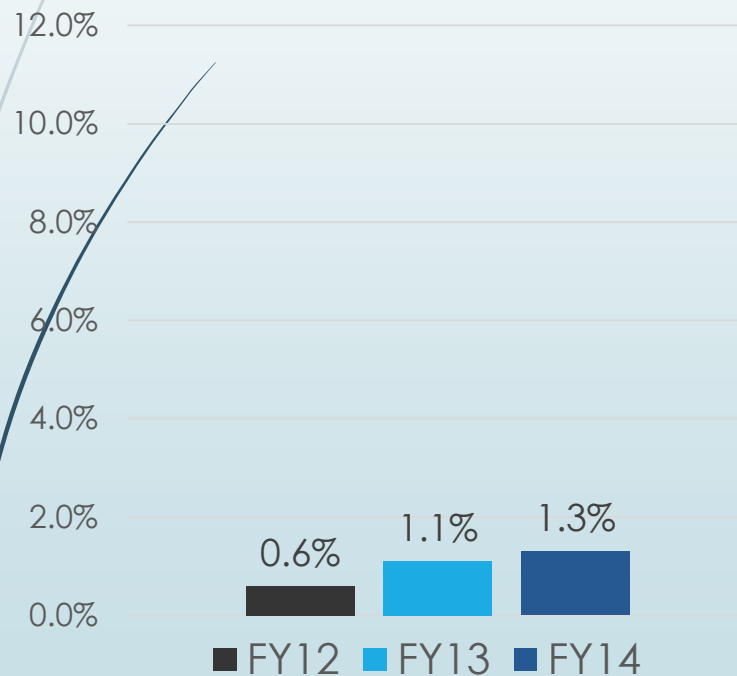
# PARTICIPATION TRENDS

## Private Institutions – Median Change in Gifts Per Donor

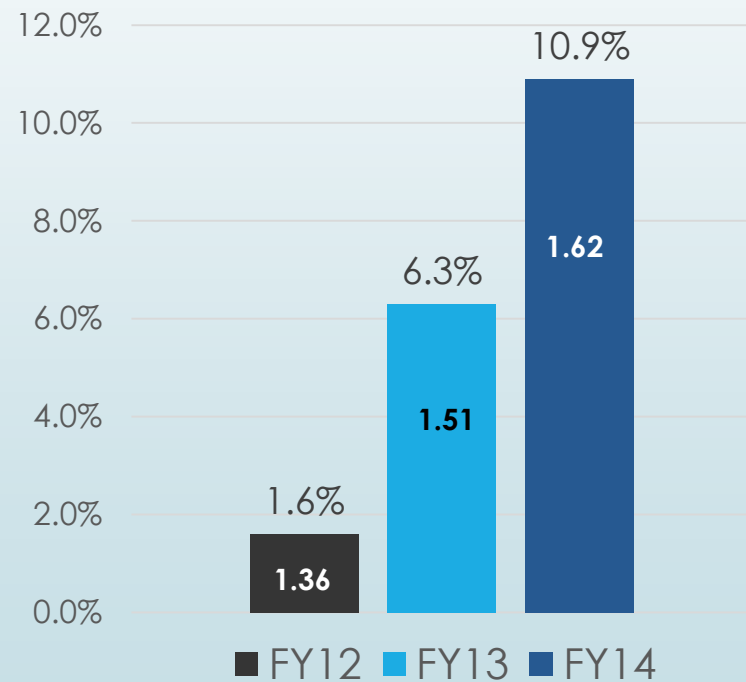


# PARTICIPATION TRENDS

Private Institutions –  
Median Change in Gifts  
Per Donor



Smith College – Change  
in Gifts Per Donor





# More Smith Fund Facts and Figures

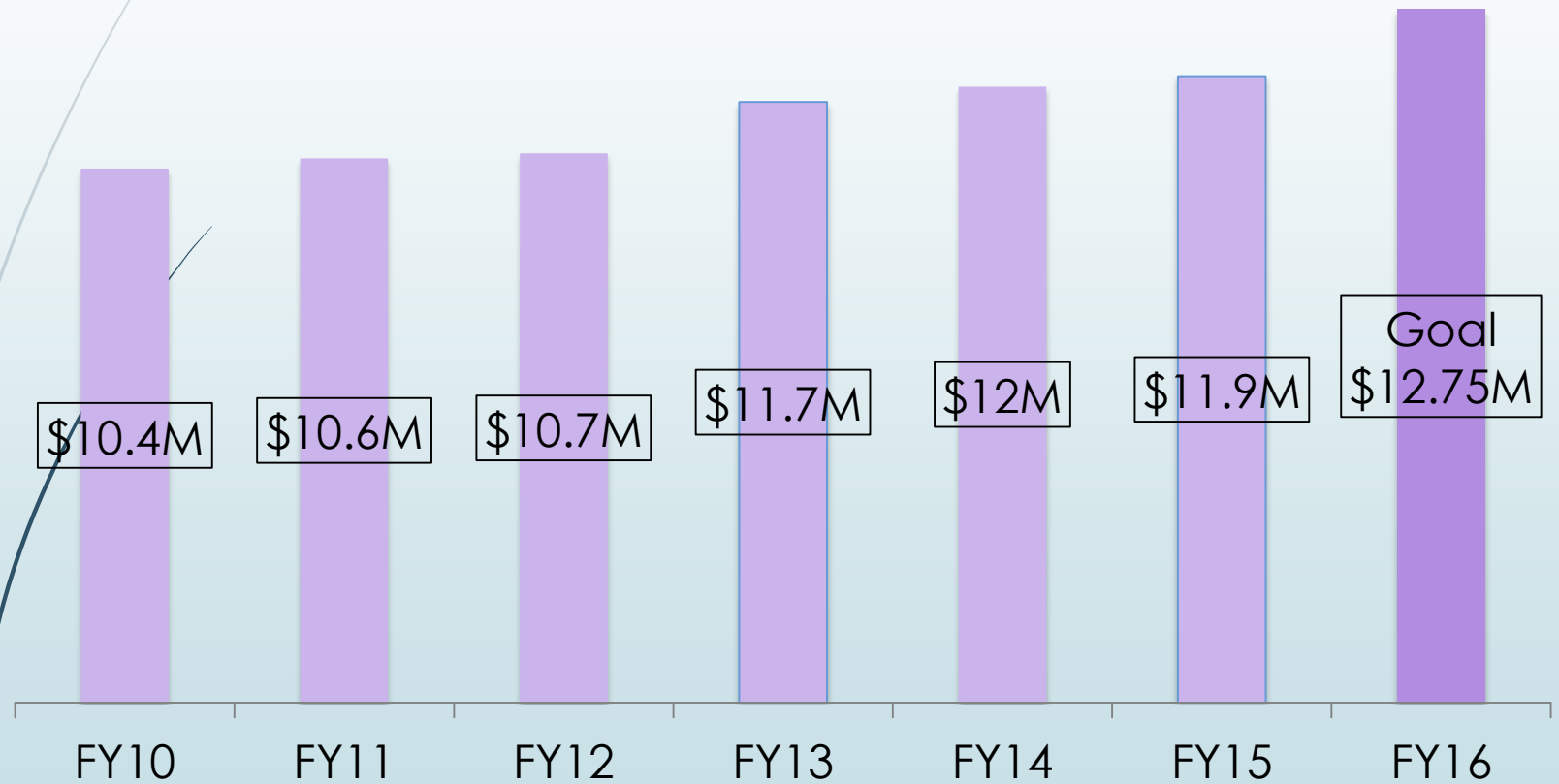


## FY16 GOALS (JULY 1, 2015 – JUNE 30, 2016)

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

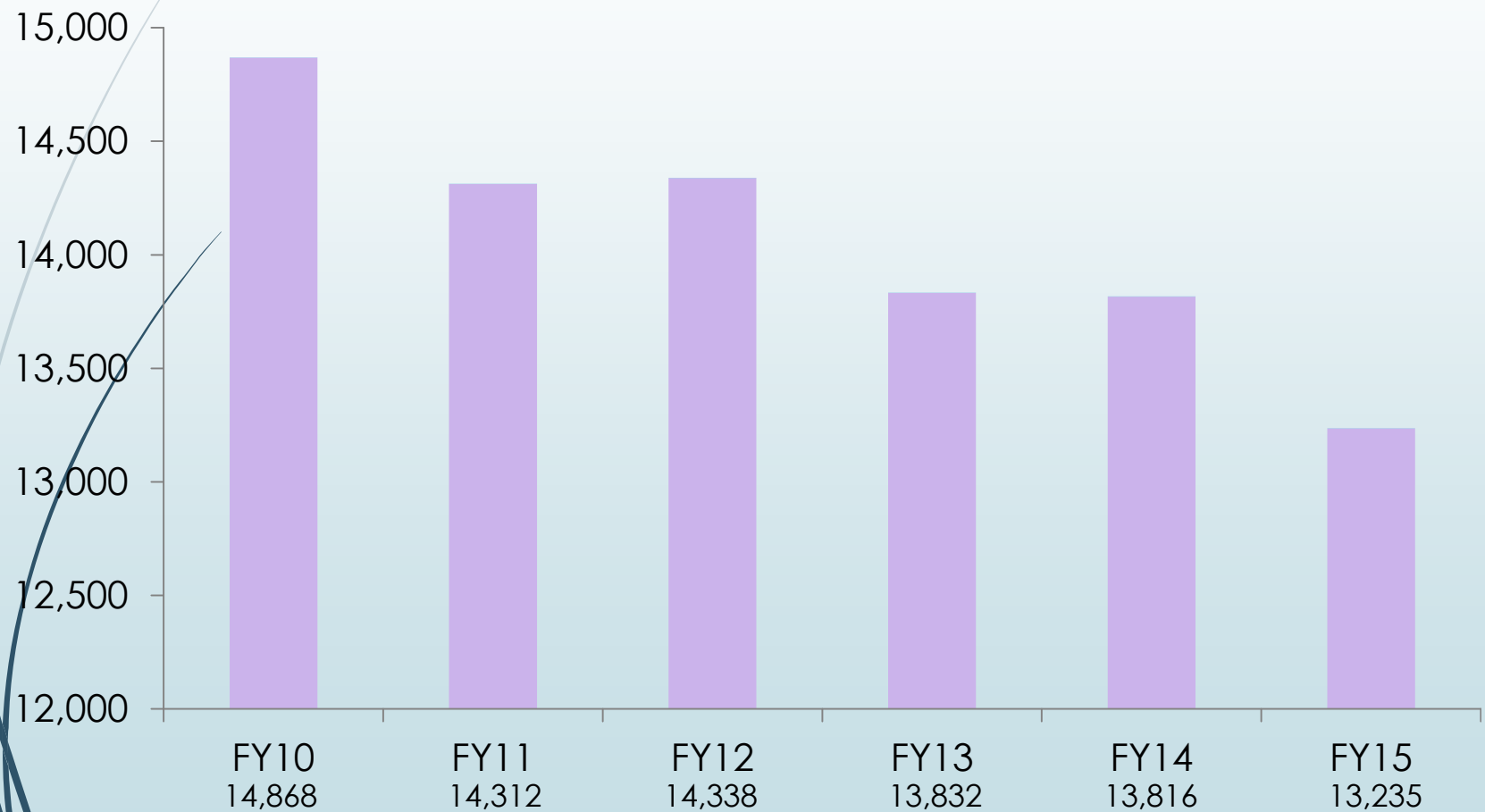


# SMITH FUND CAMPAIGN HISTORY



## DONOR PARTICIPATION IN THE SMITH FUND

Number of alumnae donors



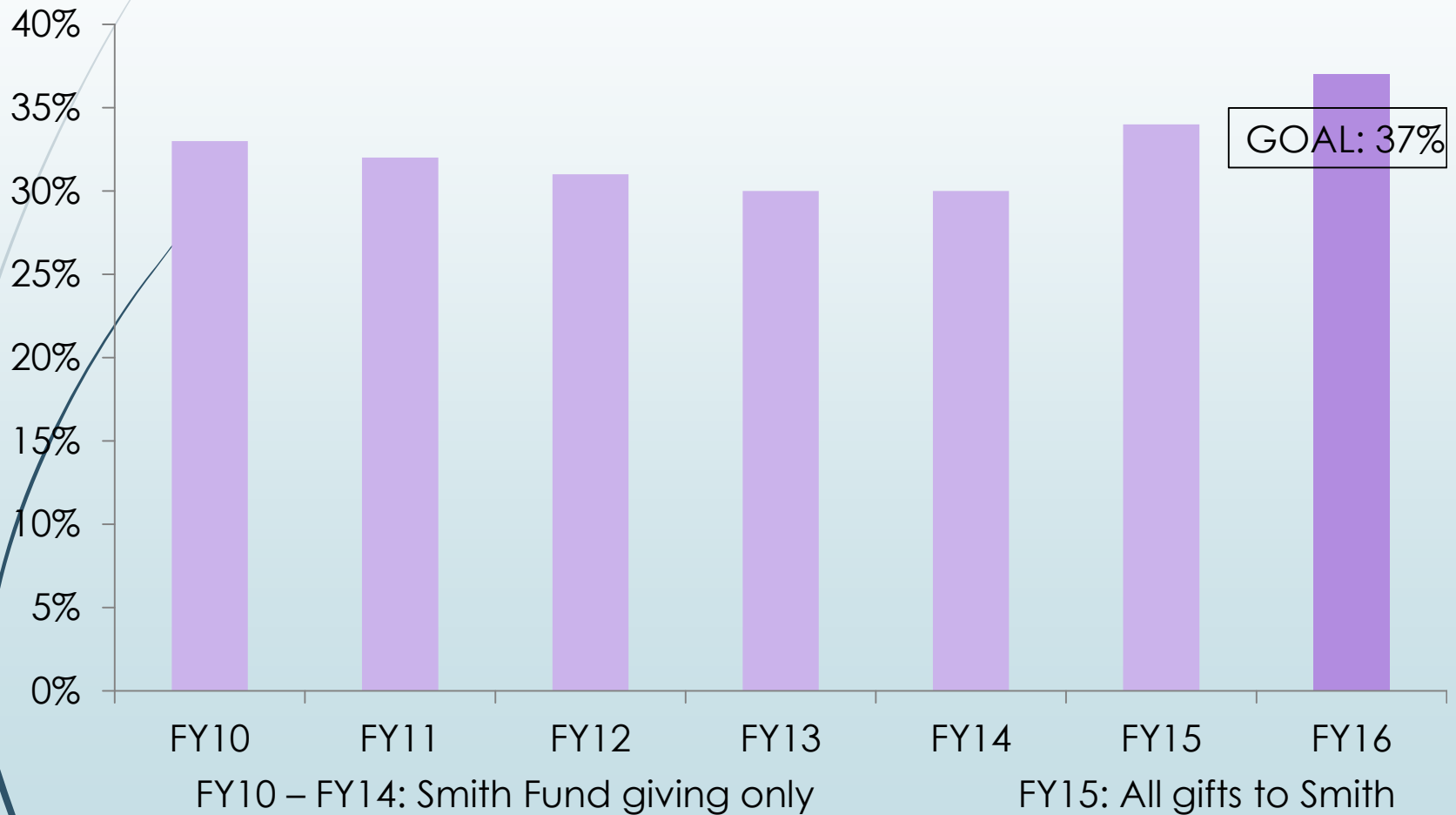


## ANATOMY OF A “SYBUNT” (SOMETIMES DONOR)

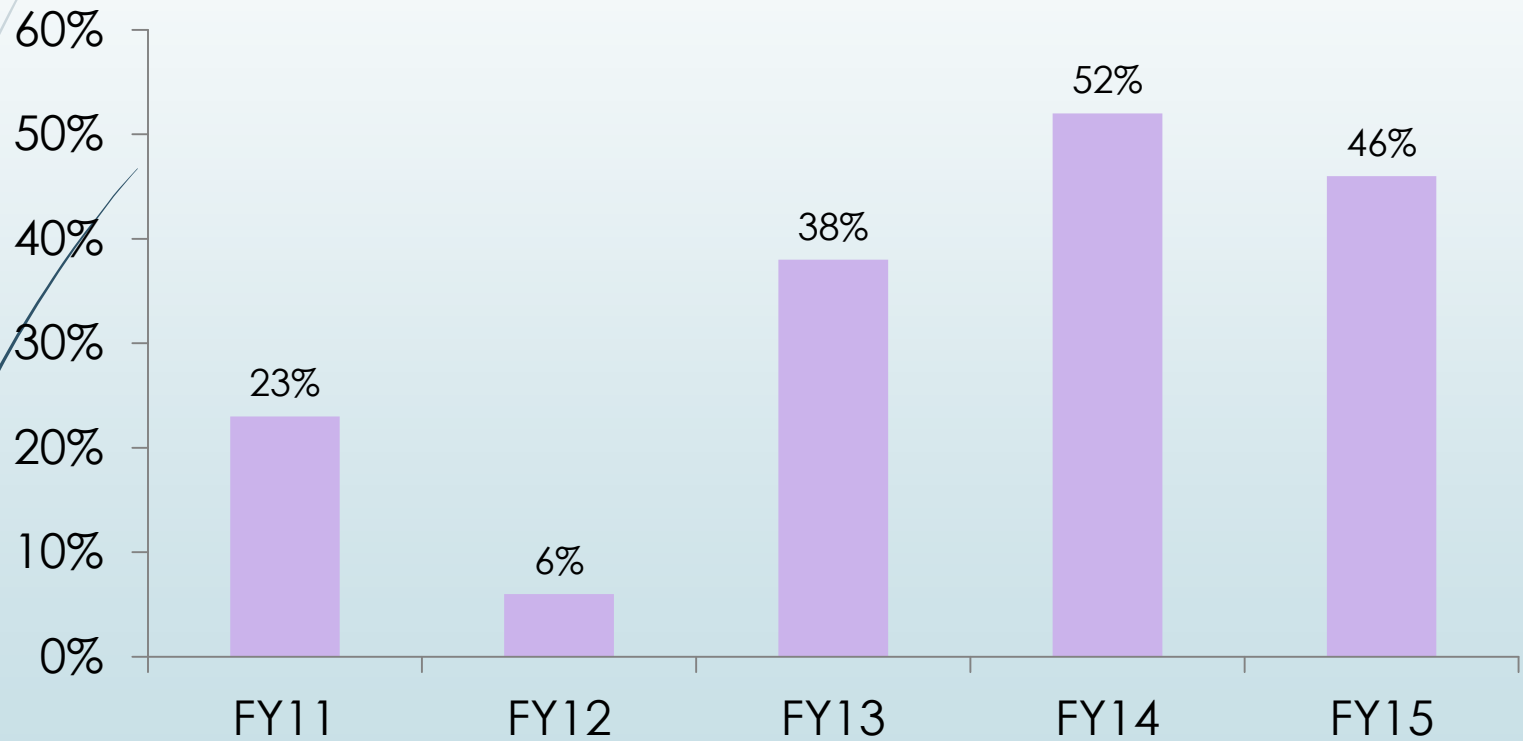
The average SYBUNT...

- 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.
- is younger—in the classes of 1980 - 2015.
- just celebrated her reunion.

## DONOR PARTICIPATION IN THE SMITH FUND

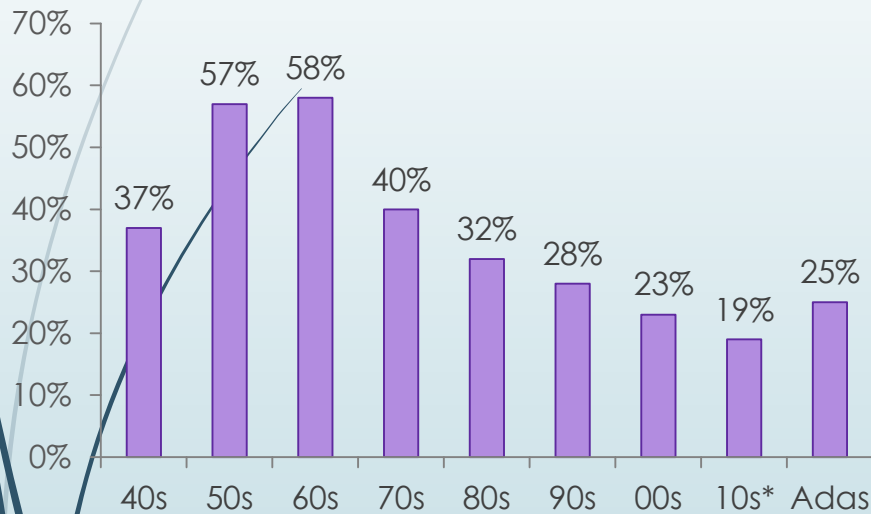


## STUDENT GIVING: THE SENIOR CLASS CAMPAIGN



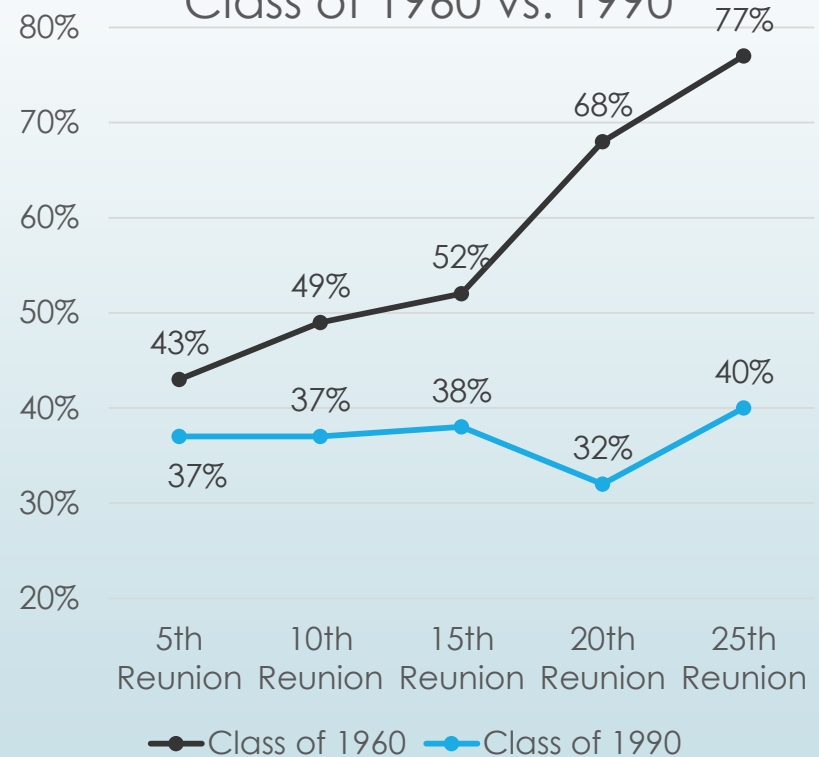
# HOW HAVE THINGS CHANGED?


FY15 Average Participation by Decade



\*10s data excludes the senior class

Reunion Year Participation Comparison  
Class of 1960 vs. 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



## PARTICIPATION TASK FORCE

### 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. 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:

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# Questions?

The Smith Fund

800-241-2056 (menu option 1)

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