

ALUMNAE RELATIONS | ADMISSION | DEVELOPMENT

TOGETHER for SMITH

Volunteer Leadership Conference

Smith College Development Program

Sunday, September 23, 2018



- My Smith Volunteer Journey – ***Barbara Massey '63***
- Volunteers: The Heart of Development – ***Betsy Carpenter '93***
- Development Goals and Objectives – ***Betsy Carpenter '93***
- Participation! – ***Caren Byrd Borland '68 and Ellen Brennan-Galvin '68***
- Smith Fund – ***Maria Held and Jennifer Smedes***
- Gift Planning – ***Sam Samuels***
- Milestone Reunion Program – ***Jodi Fallon Fern and Dawn Hines***
- Committee on Regional Participation – ***Amy Altwarg***

VOLUNTEERS

TOGETHER for SMITH



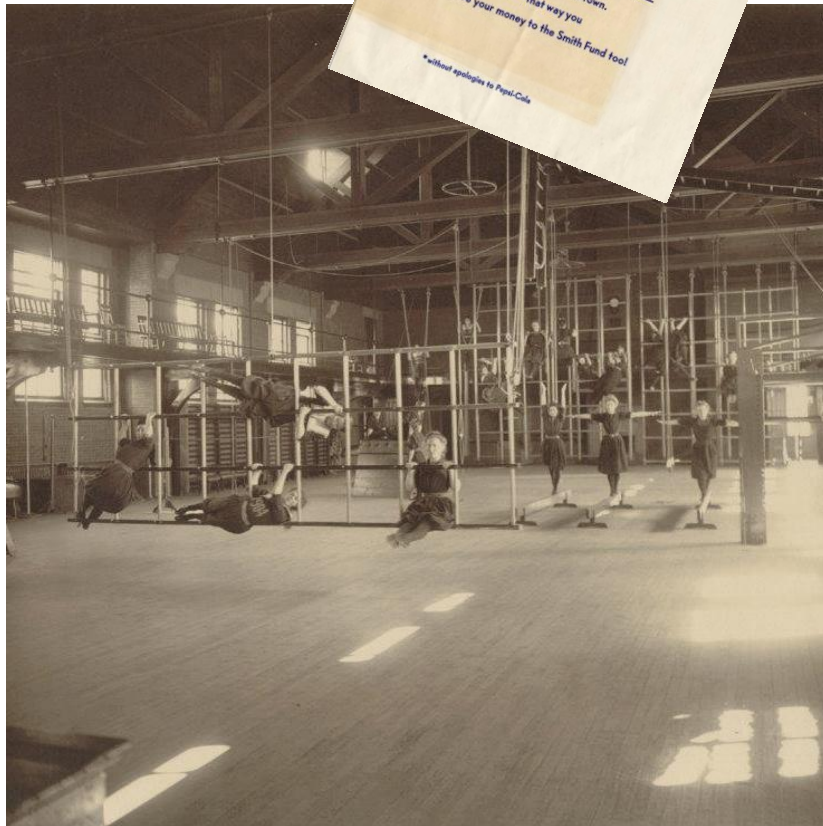
Volunteer Leadership Conference

Volunteers Are At The Heart Of Our Development Program



DEVELOPMENT

TOGETHER for SMITH



Smith Fund

Gift Planning

Senior Gift
Committee

CORP

Milestone
Program

Philanthropic
Partners

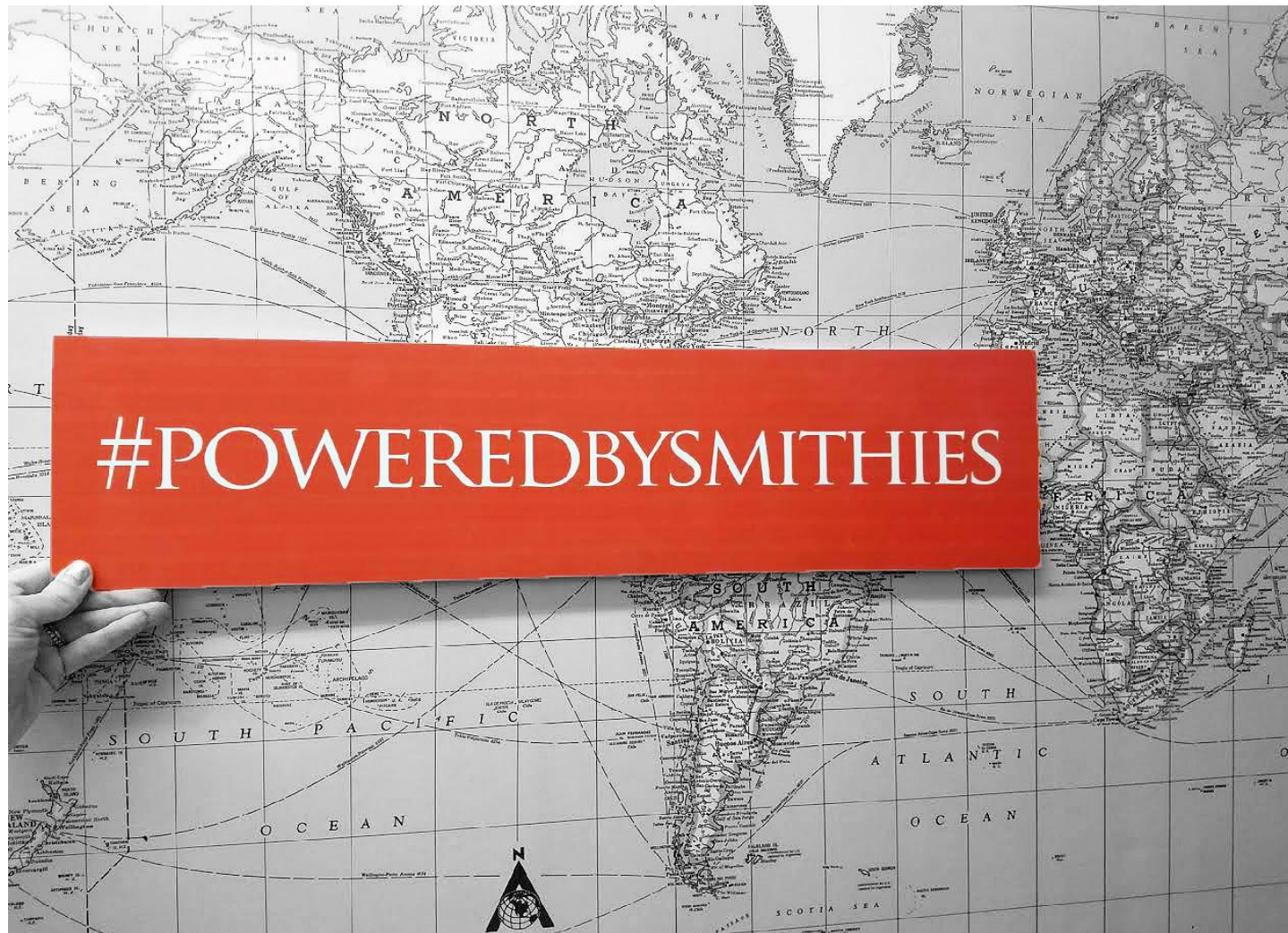
External
Engagement
Committee, BOT

Staff and Volunteer Partnerships:



Volunteer Leadership Conference





Help us expand the ranks.



FY19 Fundraising Goal of \$70 million:

- Smith Fund
- Scholarship Aid
- Endowed Professorships
- Library Renovation and Library Program Funds
- Creative and Performing Arts Center
- Complete Jill Ker Conway Center match
- Other strategic plan initiatives

Strategic Participation Initiative: Together for Smith

- Concentrated effort to strengthen the commitment and involvement of alumnae
- Comprehensive communication/educational effort to enhance and encourage engagement with Smith
- Goals: strengthen the global alumnae network, expand volunteer reach and increase donor participation
- Smith has an opportunity in today's world to:
 - harness the energy of our incredible network
 - have impact
 - be a force for change

This is a time for Smithies to lean in and to be a part of things.

Caren Byrd Borland '68 and Ellen Brennan-Galvin '68



SMITH FUND

Maria Held, Smith Fund Director

Jennifer Smedes, Smith Fund Assistant Director



You (Volunteers!) are Important!

- Volunteers amplify the outreach the college is already doing.
- The peer-to-peer outreach is priceless.
- Volunteers know their peers' interests and understand their life stages.
- Nostalgia is a powerful tool!
- Social pressure is a big motivator.
- People give to people.



Let's review **The 5 W's of The Smith Fund . . .**

The Smith Fund

- Gifts given annually
- Supports:
 - faculty and academics
 - scholarships and financial aid
 - athletics
 - the arts
 - student life
 - sustainability
 - and more
- You can designate gifts within the fund
- Gifts have an immediate impact and provide critical, current-use support every year

WHO?

- While the majority of gifts come from alumnae, The Smith Fund is made up of gifts from:
 - faculty
 - students
 - staff
 - parents
 - friends
 - corporations
 - foundations

WHEN?

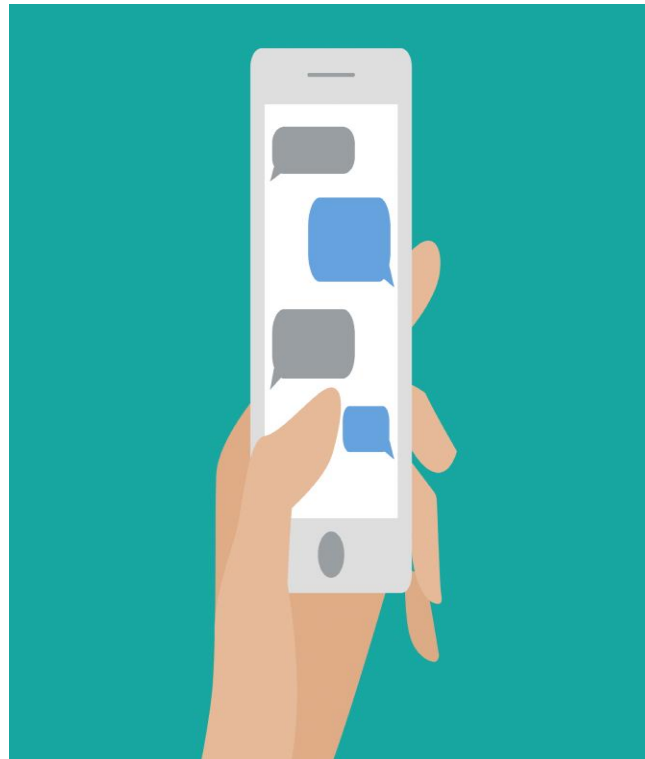
- The fiscal year runs from July 1 to June 30.
- The busiest times for The Smith Fund are the months of December and June.
- *A day of giving for FY19 will be held in conjunction with Rally Day in February.*



Gifts to The Smith Fund can be made in a variety of ways:

- via student phonathon
- to a staff member
- in response to a text
- as part of crowdfunding
- as a sustaining gift
- via a mailed appeal
- online at smith.edu/giving
- at reunion

Solicitations Via Texting



Why? Our Students!



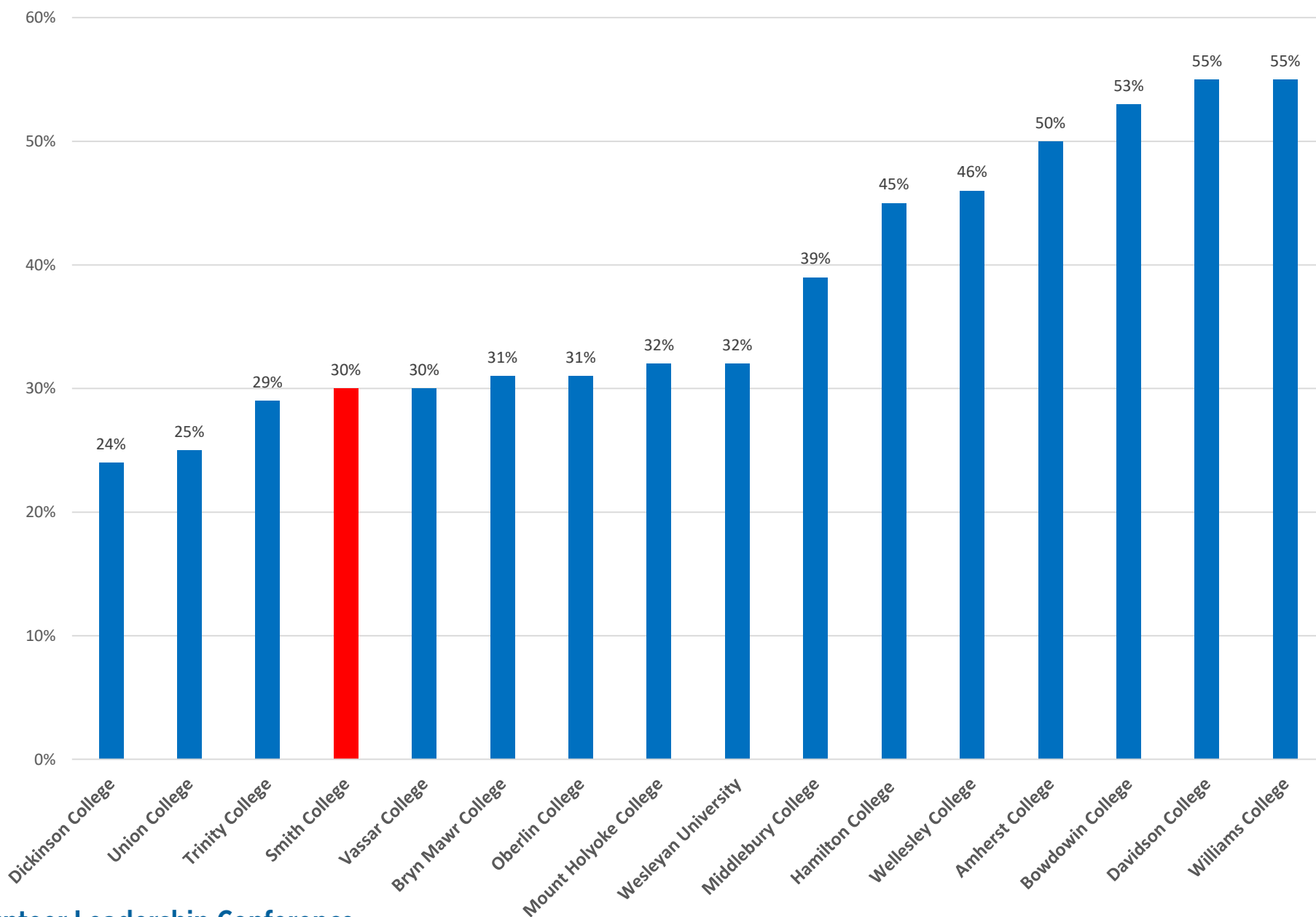
The Smith Fund helps every student every day. It is a gift with an immediate and lasting impact supporting every core component of the Smith experience.

- \$15,000 “silent scholarship”
- full demonstrated need of all admitted students
- 60%+ of Smith students receive need-based gift aid
- Average need-based grant is \$43,839

Participation Matters!

- Gifts from alumnae are counted in our “participation rate.”
- College rankings
- Each year we raise approximately \$500,000 from gifts of \$100 and under!
- More than 20,000 alumnae have donated to Smith at least once in the last 6 years but did not give last year – “SYBUNTs”
- If all these SYBUNTs gave each year, our participation rate would be over 50% and we could raise an additional \$1 million+ each year.

FY18 Peer Institution Participation Rates



GIFT PLANNING

Sam Samuels, Director Gift Planning



The Grécourt Society

- What is it?
- Who can join?
- Who are the members?



Planned Gifts

- What are they?
- What kinds are there?
- What's the impact on Smith?
- What's the impact on my reunion?
- Examples

Bequest

Sheila Aldridge Diebold '62

- Frequent but not annual donor
- Mostly to Smith Fund, some to Athletics
- Never took a visit from a gift officer
- Passed away in January, 2017
- Left surprise bequest of about \$200K
- Designated for Museum
- Bequest arrived in 2018, so class will get credit for their 60th in 2022

Bequest Intention

Elissa “Lisa” Getto ’69

- Majored in philosophy at Smith
- Sang at Smith, and was mentored by Iva Dee Hiatt
- Went onto a distinguished career in as head of performing arts centers
- Lisa documented her intention to leave a bequest to Smith 50% of the total is counting toward the Class of ’69’s 50th reunion – this year!
- The bequest will someday endow a generous scholarship fund.



Annuity

Ruth Elyachar Turner '46

- In the 50's, taught at CUNY
- After her first child, was not permitted back to work by her employer
- Ultimately had a fulfilling career as editor – and four children
- Knew the Ada Comstock program supported women of nontraditional age
- Had a bequest for Smith in her will for the program
- Decided – why wait?
- “Accelerated” the bequest by doing a charitable gift annuity
- Received:
 - Substantial tax deduction
 - Fixed income for life based on her age
 - Reunion credit for full amount of annuity
- Will go toward financial aid for Adas raising children while completing their degrees



Deferred Payment Gift Annuity

Agnes Bundy Scanlan '79

- Agnes wanted to do something for Smith and help her retirement plan
- Did a deferred payment gift annuity
- Made the gift, and will begin to receive the income when she's 65
- By deferring, Agnes gets a higher rate
- Liked it so much, she's now done several more
- Pledged a series of these – so all in the pledge counted toward reunion
- Annuities are designated for financial aid



Charitable Remainder Trust

Barbara Shaw Zitzewitz '64

- Barbara and husband Paul both educators
- Established three Charitable Remainder Trusts
- Barbara receives a lifetime of variable income
- Principal is invested in Smith College endowment
- Afterward, the remainder will establish an endowed fund to benefit Chemistry, Physics and Mathematics
- Full amount of the trust was counted for reunion



Retained Life Estate

Judith Rameior '67 (1946-2018)

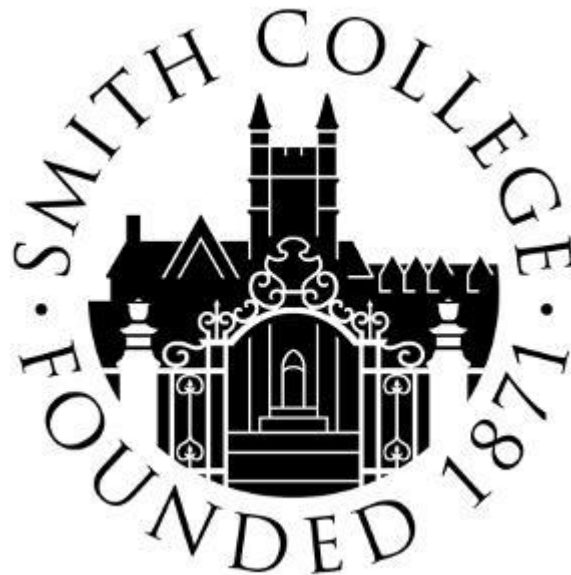
- Former class fund agent – wanted to make a splash at reunion
- Judy owned a home in Needham, MA
- Home appraised at about \$630K
- Gave her home to Smith, but retained right to live in it for life
- Judy continued to enjoy all the benefits of ownership
- Also continued to be responsible for property taxes, insurance, upkeep
- Judy got tax deduction of over \$400K
- Reunion got credit for this amount
- Passed away 3 months ago
- House sold for \$710K – unrestricted



MILESTONE REUNIONS

Jodi Fallon Fern, Assistant Director Milestone Reunions

Dawn Hines, Assistant Director Milestone Reunions



“Milestone” according to Webster

- An action or event marking a significant change or stage in development. More often used figuratively to refer to significant events in life
- Synonyms: landmark, achievement, highlight, benchmark, and touchstone

Milestones - according to Smith College

25th Reunion



35th Reunion



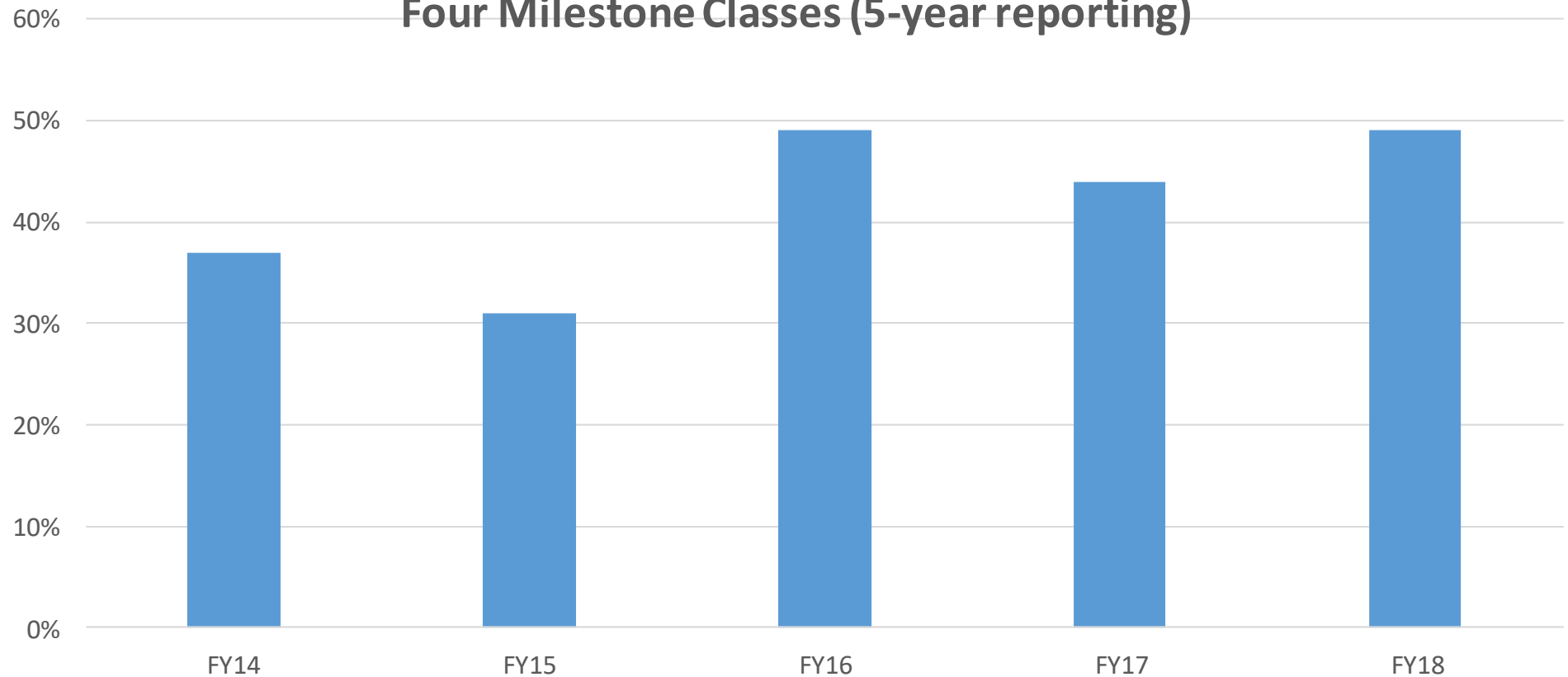
50th Reunion



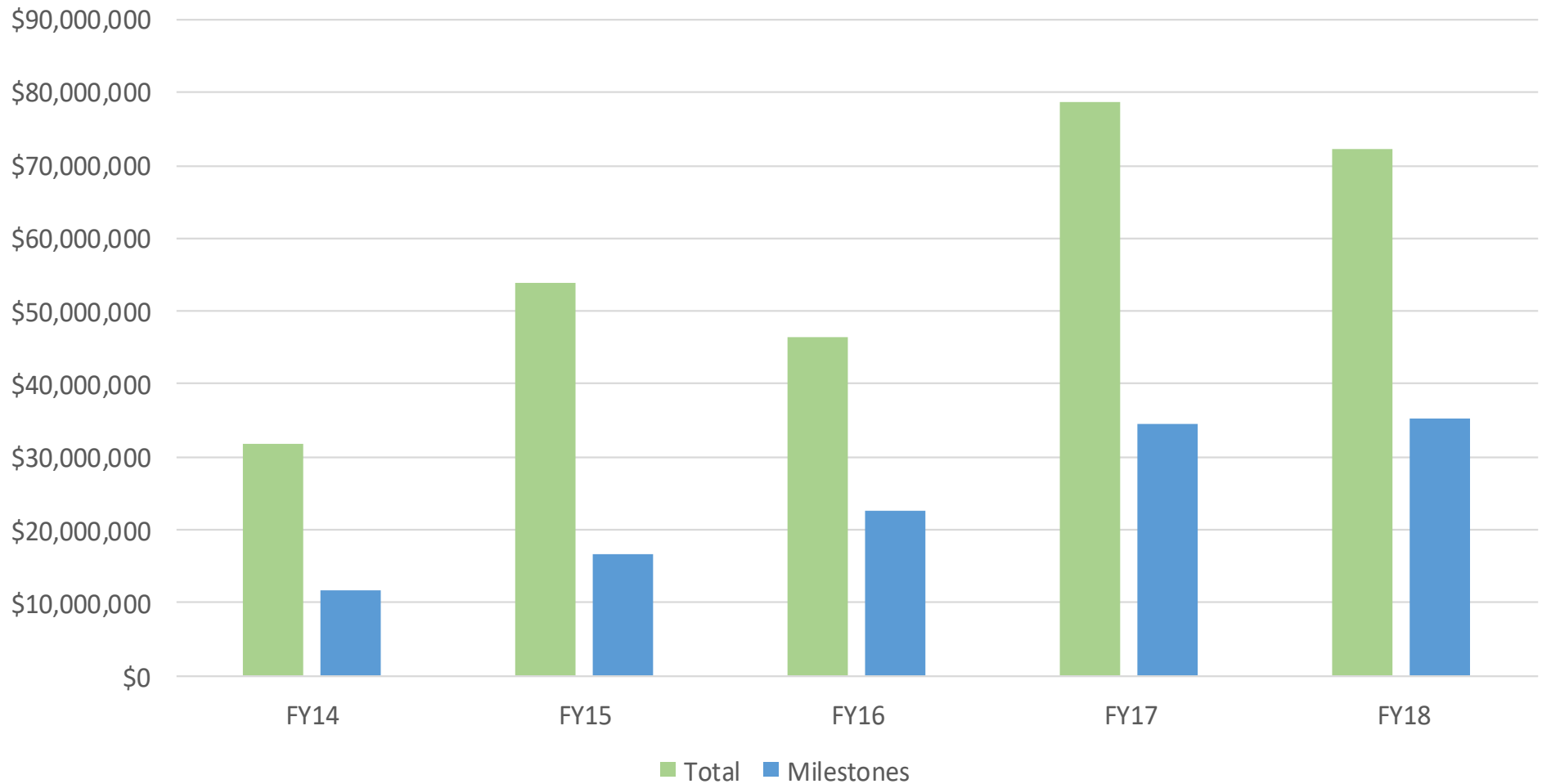
60th Reunion



Percent of Total Reunion Dollars Raised by the Four Milestone Classes (5-year reporting)



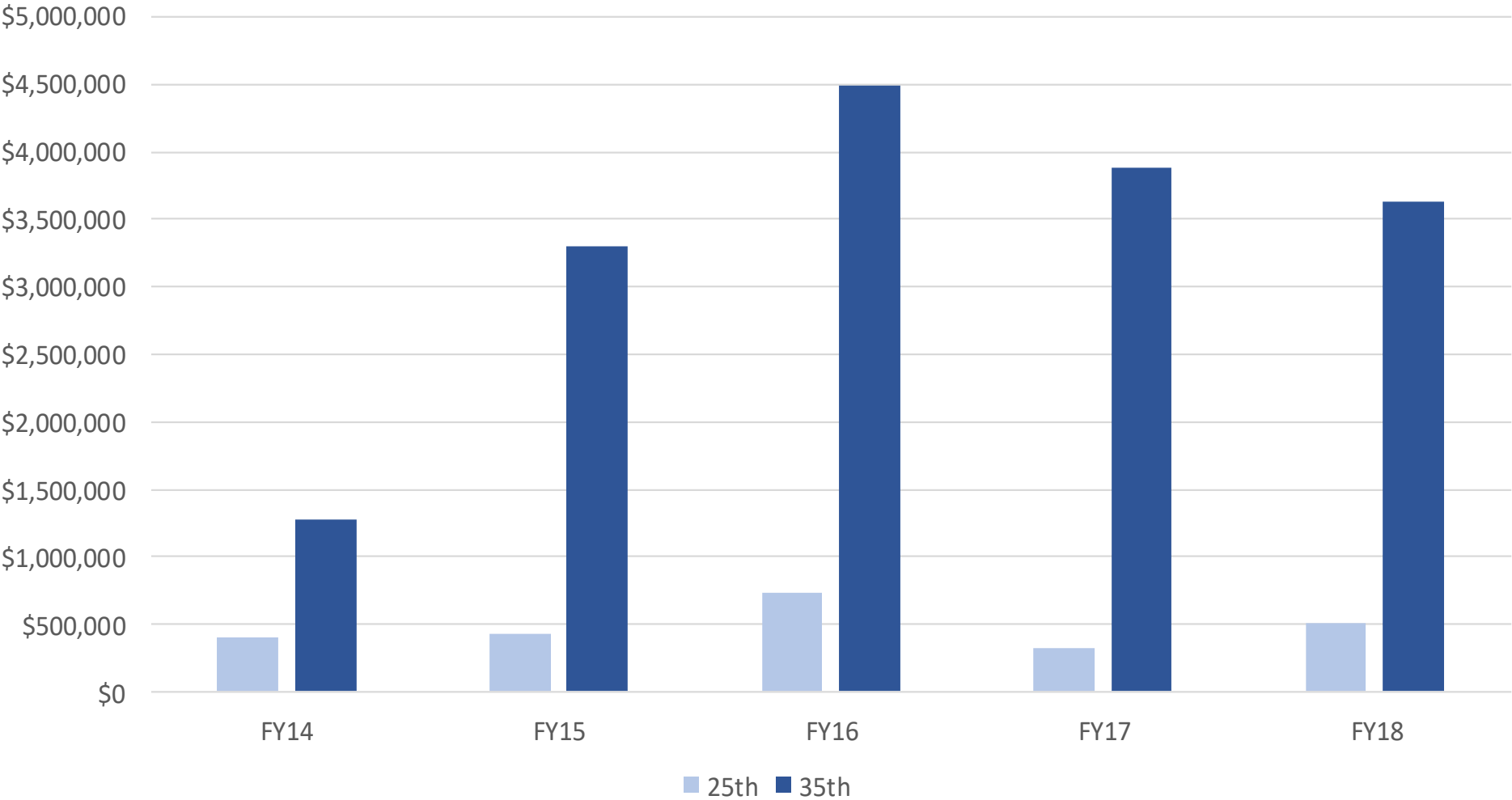
Total Reunion Dollars Raised (5-year reporting)



Silver Milestone Reunion Program

- 25th Reunion
- 35th Reunion
 - Significant events happening later in life
 - Traditionally a class with noticeable increase participation & dollars raised

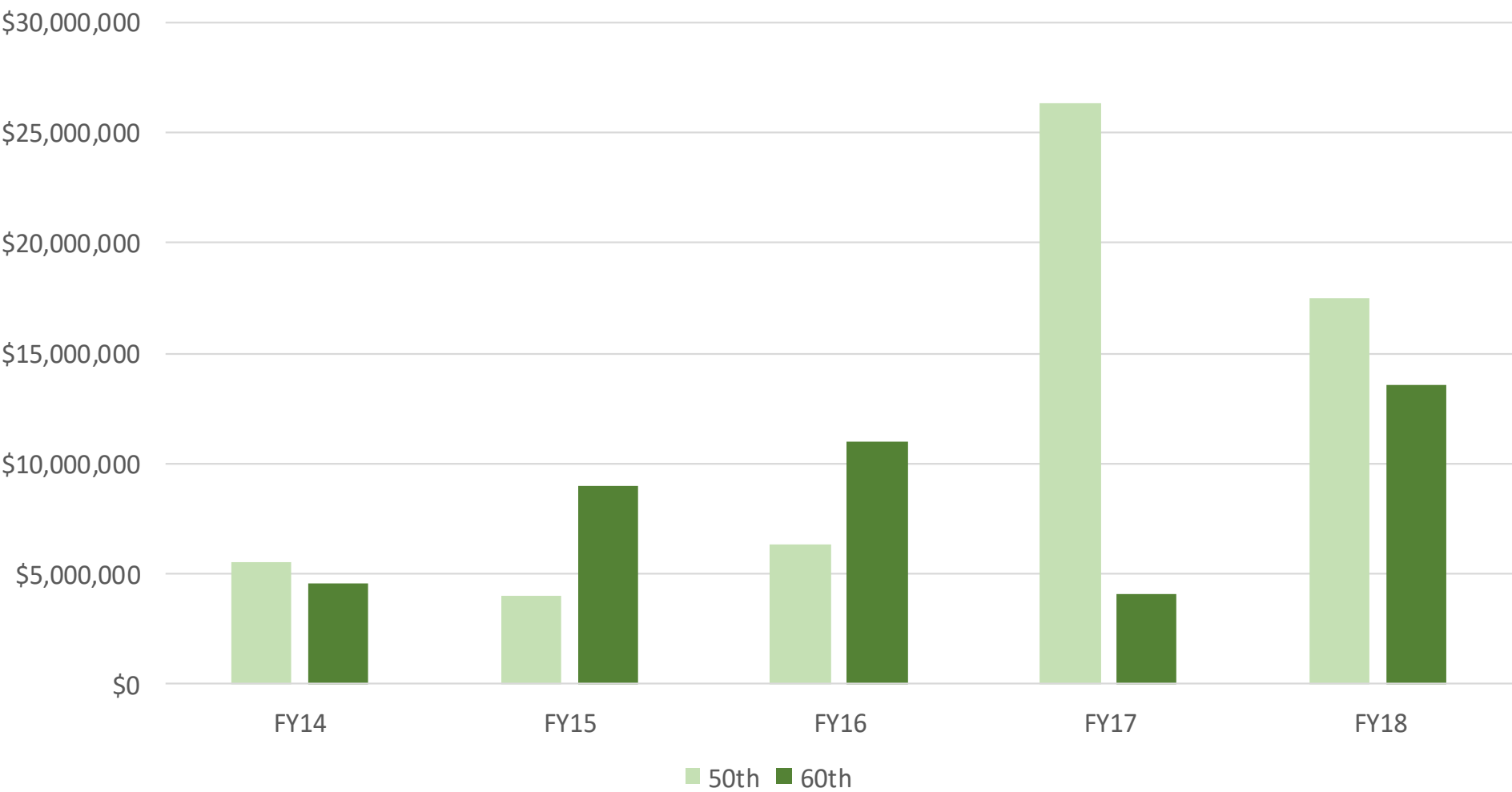
**Silver Milestone Reunion Revenue
(5-year reporting)**



Gold Milestone Reunion Program

- 50th Reunion
- 60th Reunion
 - Women are living longer and finalizing giving priorities
 - Traditionally a class with high attendance at reunion, strong fundraising, and participation

Gold Milestone Reunion Revenue
(5-year reporting)

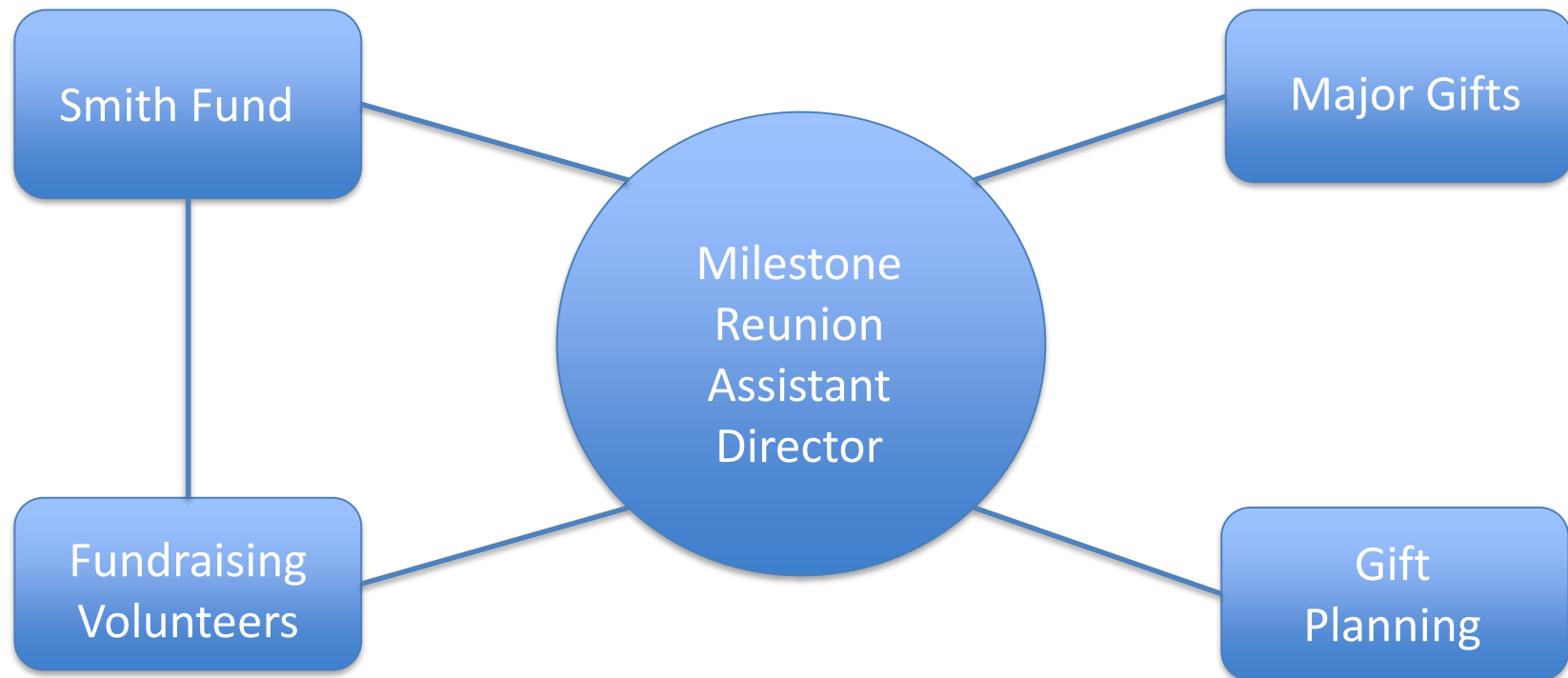


Goals of the Milestone Reunion Program

- Enhanced engagement that will ultimately increase philanthropic support
- Engagement begins with you, the volunteers

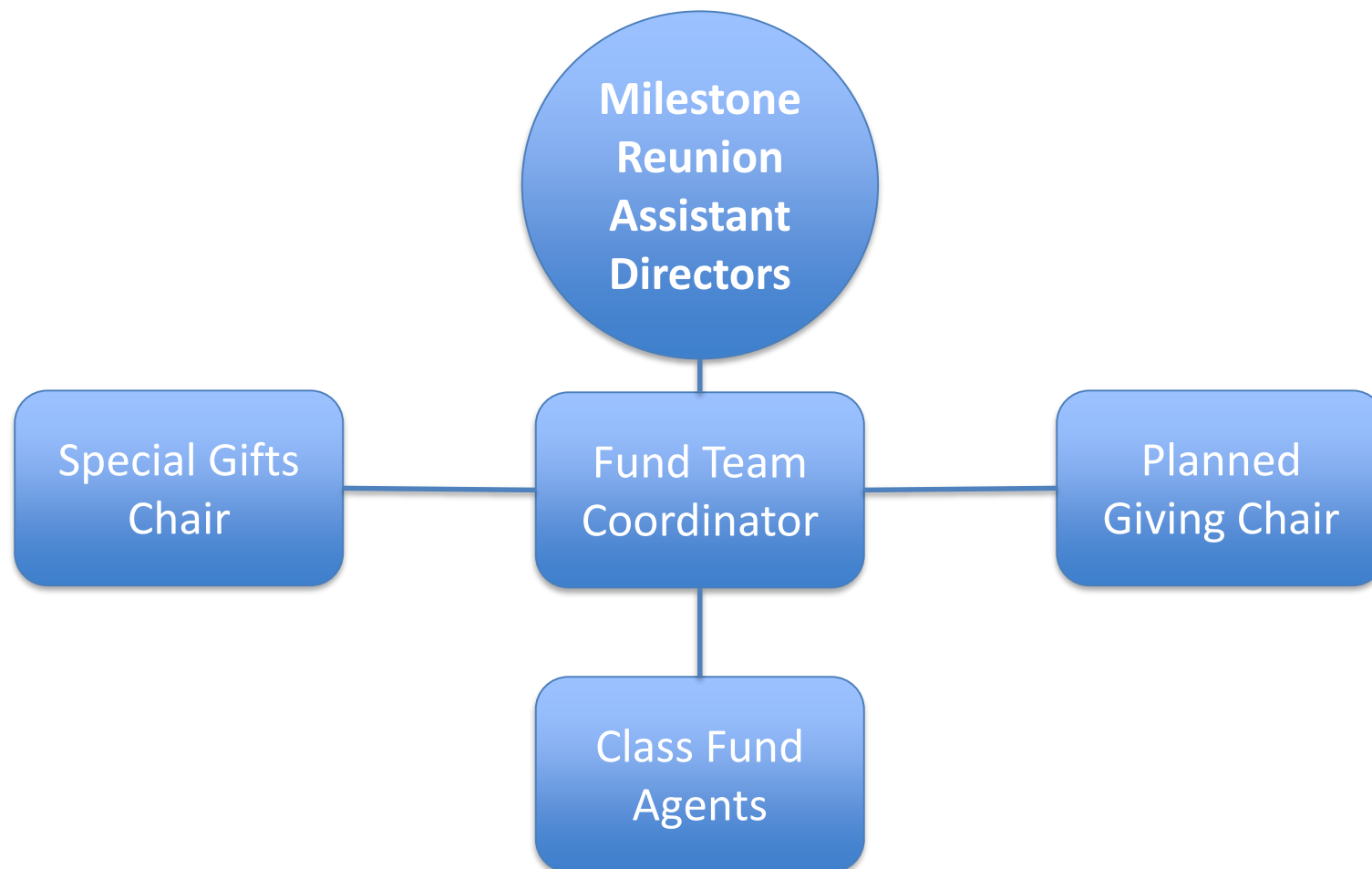
Milestone Reunion Program

Collaboration with Smith fundraising partners

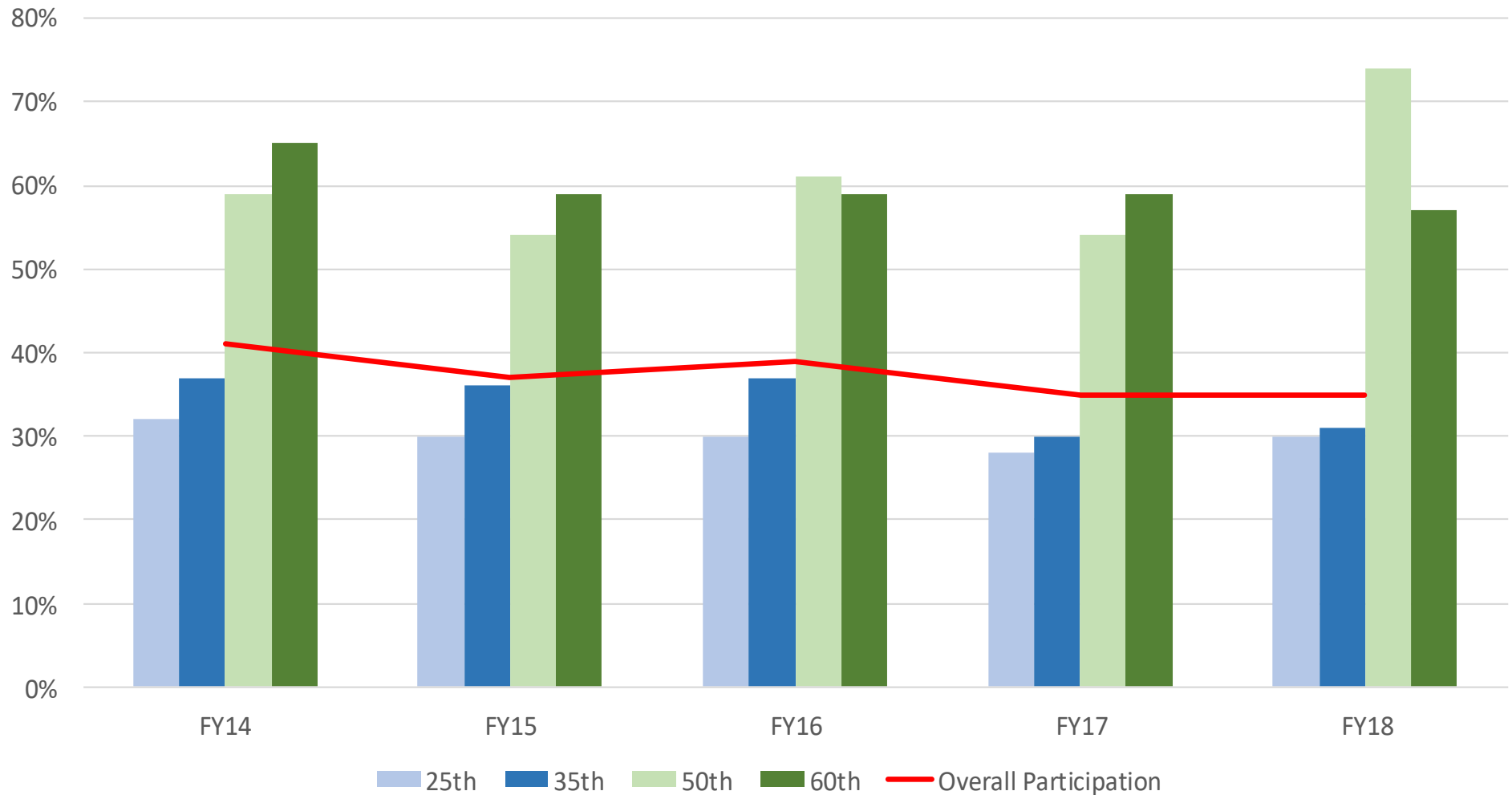




Milestone Reunion Volunteer Fundraising Team



Milestone Reunion Participation (5-year reporting)



Committee on Regional Participation CORP

Amy Altwarg, Associate Director of Development



CORP Volunteer Description

The CORP (Smith College Committee on Regional Participation) provides critical support to the college's **alumnae donor participation** efforts. CORP members engage with Smith alumnae and ask them to make consistent gifts to support Smith College. Currently, CORP is focusing especially on young alumnae who are “sometimes” donors.



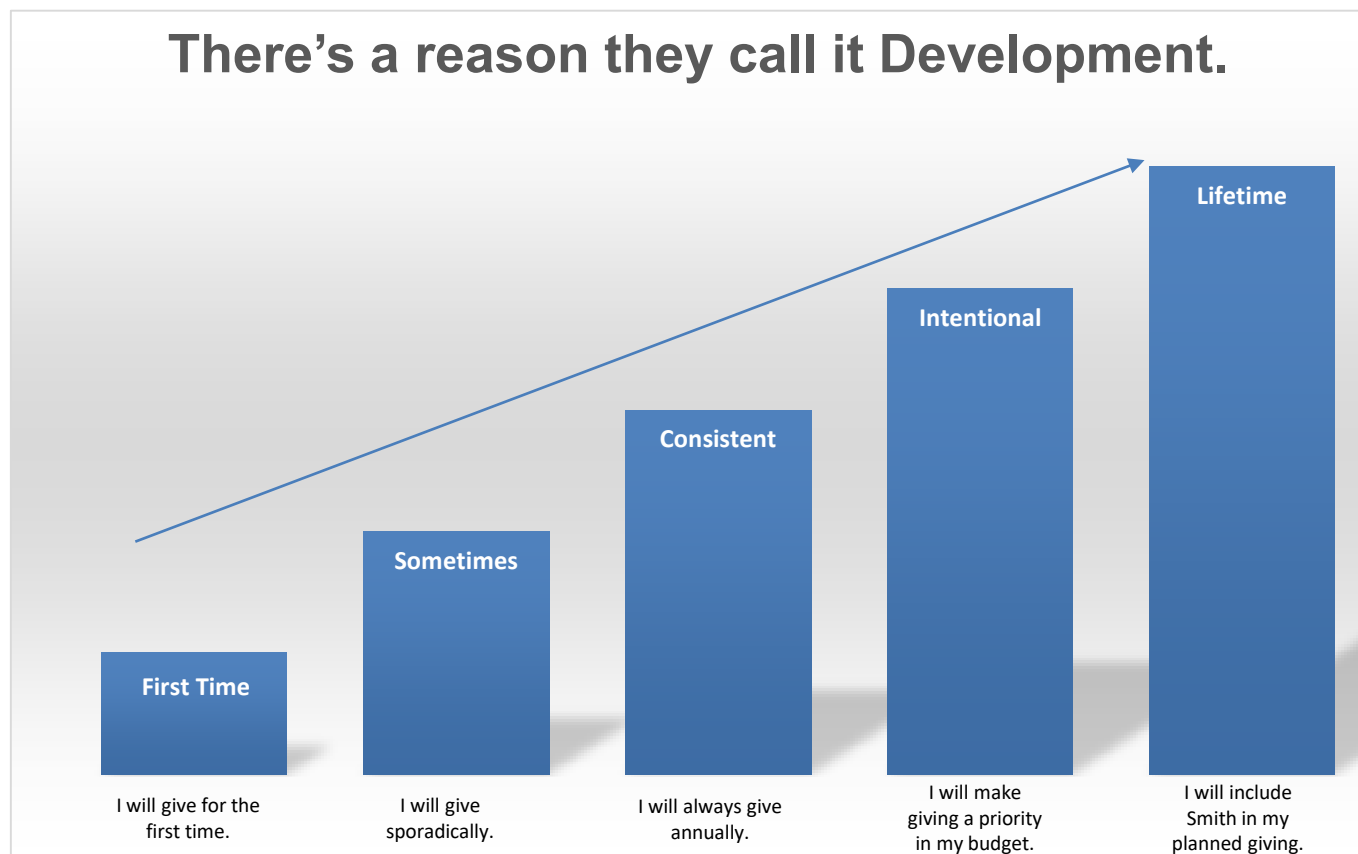
CORP volunteers:

- Serve as **role models** through their own philanthropic commitment to Smith.
- Promote the importance of **participation**.
- Act as **ambassadors** by sharing information about priorities and initiatives at Smith.
- Work to **engage** alumnae.
- Connect, solicit and **thank** assigned prospects.
- Keep **informed** of the activities of the college.
- **Participate** on regularly scheduled conference calls and at an annual meeting.

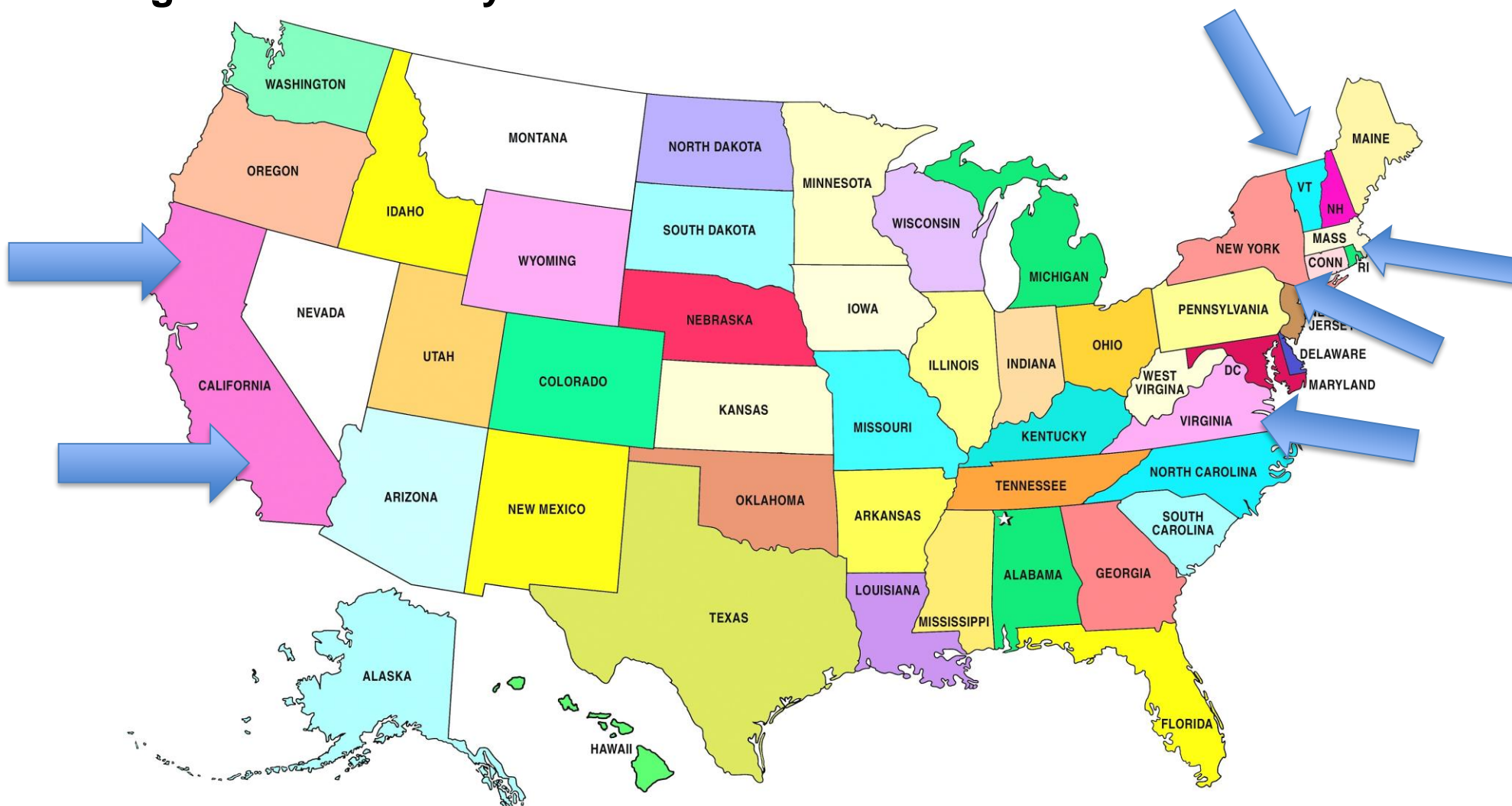
- ☒ **Increase alumnae donor participation**
- ☒ **Especially young alumnae who are “sometimes” donors**



We are not focused on raising huge amounts; our ultimate goal is to engage alumnae and get them excited in caring about Smith and making a gift to the college at least once a year. We are focused on consistent giving.



Regional and Affinity Teams



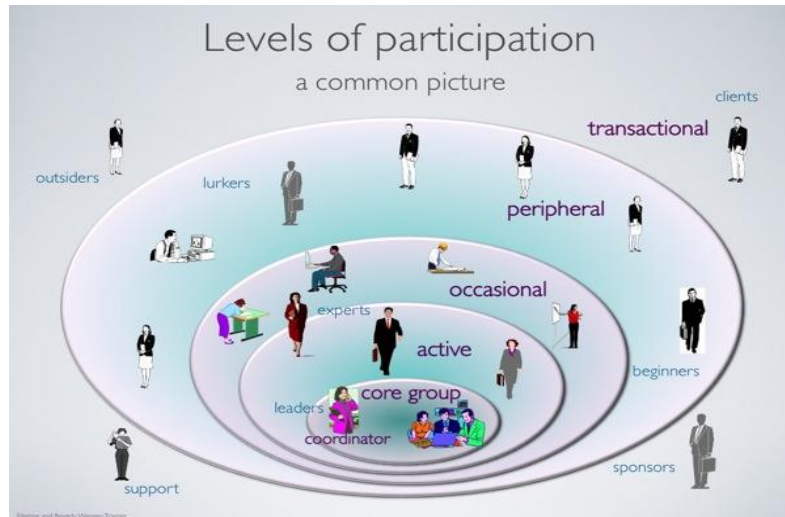
- **GOAL:** Increase consistent participation, focusing especially on cohorts from the '70s to date.
- **WHO:** Staff provide YOU with a prospect list based on region or affiliation.
- **WHAT:** You ENGAGE and SOLICIT each alumna on your prospect list.
- **WHERE:** Email, phone, mail, social media, one-on-one, small groups, larger events.
- **WHEN:** Throughout the year, JULY 1 THROUGH JUNE 30.
- **WHY:** SECURE GIFTS TO THE COLLEGE. While 99% of the gifts you secure will be to the Smith Fund, we are not restricted to soliciting
- for the Smith Fund.



Thank you so much for making a donation to Smith in my honor! I was so excited to get that letter in the mail. It was great to meet you and hear more about the work you're doing with alum volunteers. Looking forward to seeing you again this summer!



FY 19 GOALS



thank you!

