Gift opportunities in conjunction with
the Anniversary of Women Students at Yale

The 50 Women at Yale 150 Celebration, which will run from September 2019 through the fall of 2020, will encompass a broad array of activities to celebrate the 50th anniversary of coeducation in Yale College and the 150th anniversary of women students at the university. In addition, the anniversary provides a special opportunity for alumnae, alumni, and friends to contribute to the university in recognition of this significant moment.

The development-related goals during the anniversary are to:

1) Promote areas at Yale that advance women’s education, health, and wellbeing
2) Make giving opportunities during and in recognition of the anniversary available to all
3) Provide giving vehicles for remembering or honoring Yale women and others

50 Women at Yale 150 marketing resources and avenues:

Marketing material: A flyer entitled “Honoring Women at Yale” listing the possible funding opportunities is available in pdf form to email to potential donors. It can also be printed two-sided on an 8.5”x11” sheet.

Online Giving site: A dedicated landing page on our online giving site lists those options from the “Honoring Women at Yale” flyer that can receive donations without indentures or a conversation with gift staff: www.giving.yale.edu/honoringwomen

Possible strategies to appeal to various audiences:

All Alumni

1) For the general alumni audience, a link to the dedicated “Honoring Women at Yale” page on Yale’s online giving site has been placed on the Celebration website: https://celebratewomen.yale.edu/show-your-support. That giving site page will list the options on the “Honoring Women at Yale” flyer that do not require a conversation with a staff member. This link (www.giving.yale.edu/honoringwomen) can also be used in outbound communications by the YAA, the Celebration Steering Committee, and others.

2) For those interested in discussing giving with a staff member, the online giving page will include the Office of Development 800 number where a staff member can connect the caller to the appropriate person.
Yale Alumni Fund

1) Working with marketing and communications, the Alumni Fund will develop a digital icon that encourages alumni to make their gifts in honor or in memory of a woman important to them. This icon may appear in fiscal year 2020 email messages, challenges, or other types of solicitations sent to Yale College, Graduate School and/or professional school alumni.
   a. Those women honored through gifts to the Alumni Fund will receive a custom thank you note.

2) Yale College and Graduate School Alumni Fund leadership donors who participate in the Nathan Hale Associates Scholarship or Fellowship program will be encouraged to name their fiscal year 2020 scholarship in honor or in memory of a woman important to them.

3) Alumni Fund donors in fiscal year 2020 will receive a digital asset of the Women’s Table as part of their stewardship.

4) One Elihu Day event in fiscal year 2020 will be dedicated to thanking women donors and significant women at Yale.

5) Volunteer Appreciation Week in 2020 will include special recognition for female Alumni Fund volunteers.

Alumni in Reunion Classes

1) Utilize “Honoring Women at Yale” flyer for individual conversations.

2) Promote NHA Scholarships in honor/memory of women.

3) Promote endowed scholarships in honor/memory of women.

4) Support class-specific donor appeals (challenges based on class interest, either for alumnae or full class).

Alumni assigned to Gift Officers

1) Utilize “Honoring Women at Yale” flyer for individual conversations.

2) Promote endowed scholarships in honor/memory of women.

3) Promote NHA Scholarships in honor/memory of women.

Alumni of Schools

1) Utilize “Honoring Women at Yale” flyer for individual conversations.

2) Promote endowed scholarships in honor/memory of women.

3) Promote NHA Scholarships in honor/memory of women.

50 Women at Yale 150 campus activities

The “kickoff” is the 50th Anniversary of the women who matriculated in 1969, forming the first three classes of women (1971-1973), and will be held September 19-22, 2019 for just the women of those 3 classes. The closing event will be held November 6-7, 2020 on campus and is open to all.

Continue to check the calendar on the website, as events will be posted as they are confirmed: https://celebratewomen.yale.edu/events