



Communications I

Print and Email Basics

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Why Communicate?

*“Communication leads to community,
that is, to understanding, intimacy and
mutual valuing.”*

—Rollo May, existential psychologist

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Why Communicate?

- Reinforce your common bond
- Network, personally and professionally
- Inspiration
- Support

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Why Communicate?

“Good communication does not mean that you have to speak in perfectly formed sentences and paragraphs. It isn't about slickness. Simple and clear go a long way.”

—John Kotter, Harvard Business School professor and author

- Simplicity
- Relevance
- Timeliness
- Humor, inspiration, comfort, excitement
- Communicate regularly

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Why Communicate?

- Increase dues-paying members, event attendance, volunteers
- Strengthens connection to Wellesley and your Wellesley network

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Communications Plan

- Yes, you need one
 - » Simple, easier
 - » Greater than the sum of its parts
- Delegate/share
 - » Coordinate with your fellow officers
 - » Delegate to various points of contact

Communications Plan

- The vehicles:
 - » Print
 - » Email
 - » Other options
 - Websites
 - Social networking sites
 - The Alumnae Online Community

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Your Communication Plan

Tool	When	Position	Name	Deadline
Send class notes and pictures to <i>Wellesley</i> Magazine	4 times a year	Secretary	Mary Smith	Sept, Dec, March, and May 1
Phone calls	One week before mini reunion	Started by VP	Started by Sandy Baker	One week before event
Printed Newsletter	1 time a year	Content: pres Layout: newsletter chair	Jane Doe and Susie Jones	November 1
Post photos from mini to website	After each mini	Event hostess sends to webmistress	Specific to event; tasked by VP Sandy Baker	By the morning after the event
Update website	Once a month	webmistress	Marilyn Ackers	Every month by the 15th
Broadcast email	Monthly	Email newsletter chair	TBD after ALC	Sept, Dec, March, and May 1

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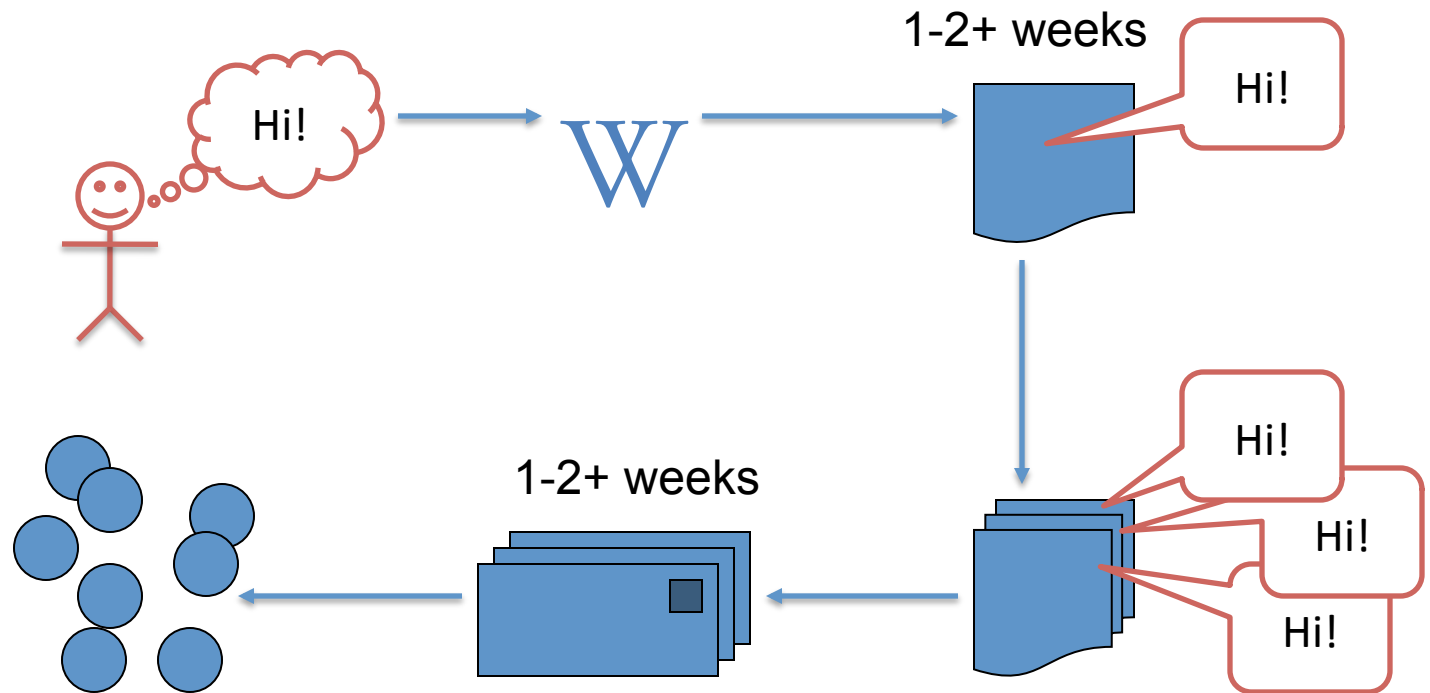
Print Communications

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Traditional Services

- Long time-line



What to Prepare

- Text
 - » Headline/subject, if applicable
 - » Body copy
- Graphical materials

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Cost

- Talk to treasurer before starting
- Prioritize your communications
 - » What should be print versus email?
 - » Which messages justify the cost of print?

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Additional Tools and Services

- You created the content already
- Freedom and tools to lead
- Faster, easier
- Get the list from self-service or from the office
- & Put it all together yourself

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Volunteer Connection

www.wellesley.edu/Alum/Volunteer/VConnect



Community

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VConnect



Welcome to the Wellesley Volunteer Connection!

Here you will find all the tools and instructions you need to excel in your role as a class, club, or affinity group officer.

Self-Service

Tool



Access

[Send an Email*](#)

[Request An Account](#)

Learn

[How-to](#)

[Other email tutorials](#)



[Create a List*](#)

[Request an Account](#)

[How-to: Quickstart](#)

[How-to: Full Documentation](#)

[How-to: Create Labels via Mail Merge](#)
(link to Microsoft documentation)



[Update your Web Site*](#)

[Request A Site](#)

[How-to: Get Started](#)

[Other web tutorials](#)

[Social Networking Guidelines](#)

Contact Us

Wellesley College
Alumnae Association
Green Hall Room 246
alumnae@wellesley.edu
(781) 283-2331

[WCAA Staff >>](#)

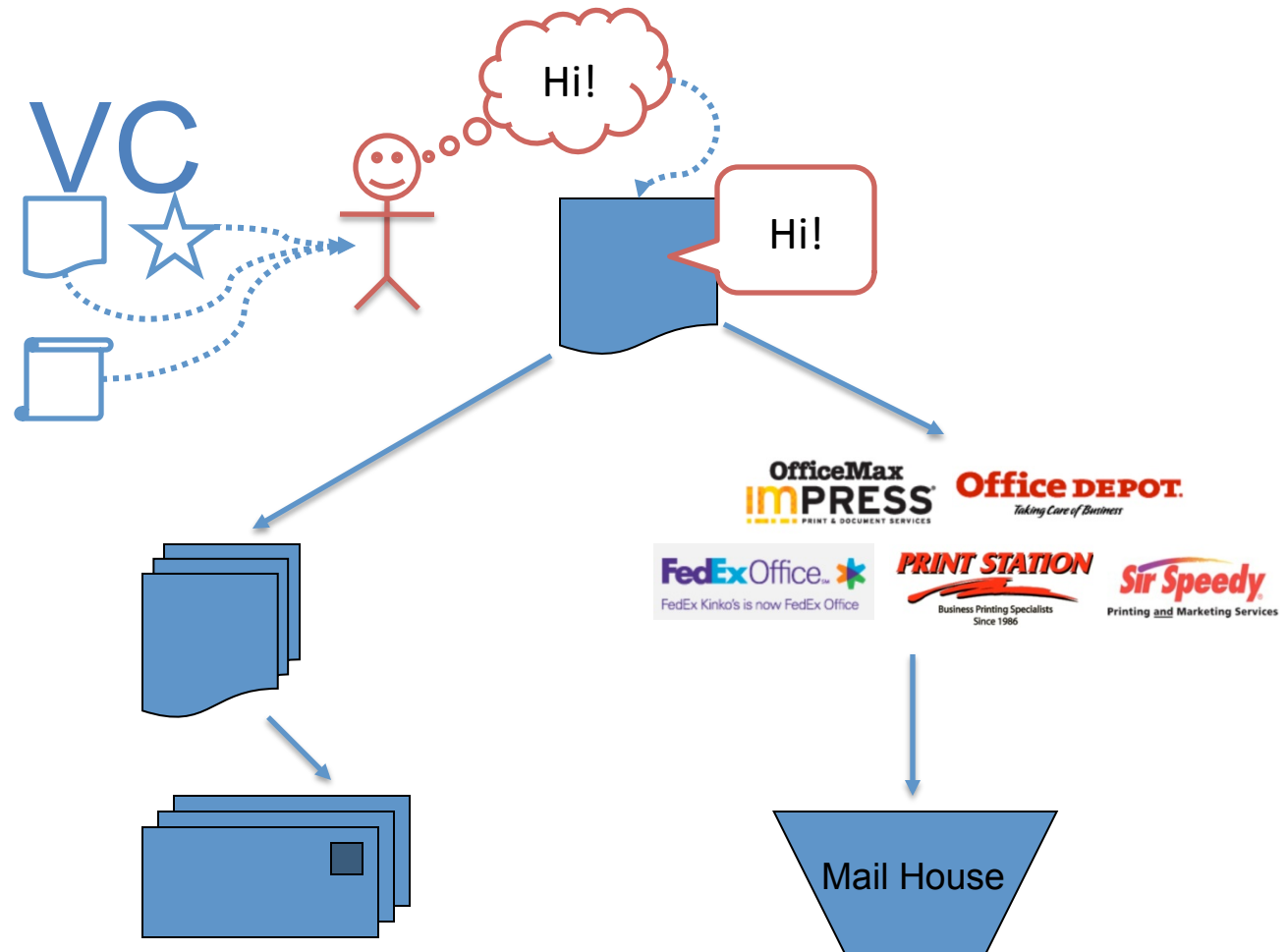
[More about WCAA >>](#)

[WCAA Volunteers >>](#)

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(800) 358-3543

[Resources Staff >>](#)

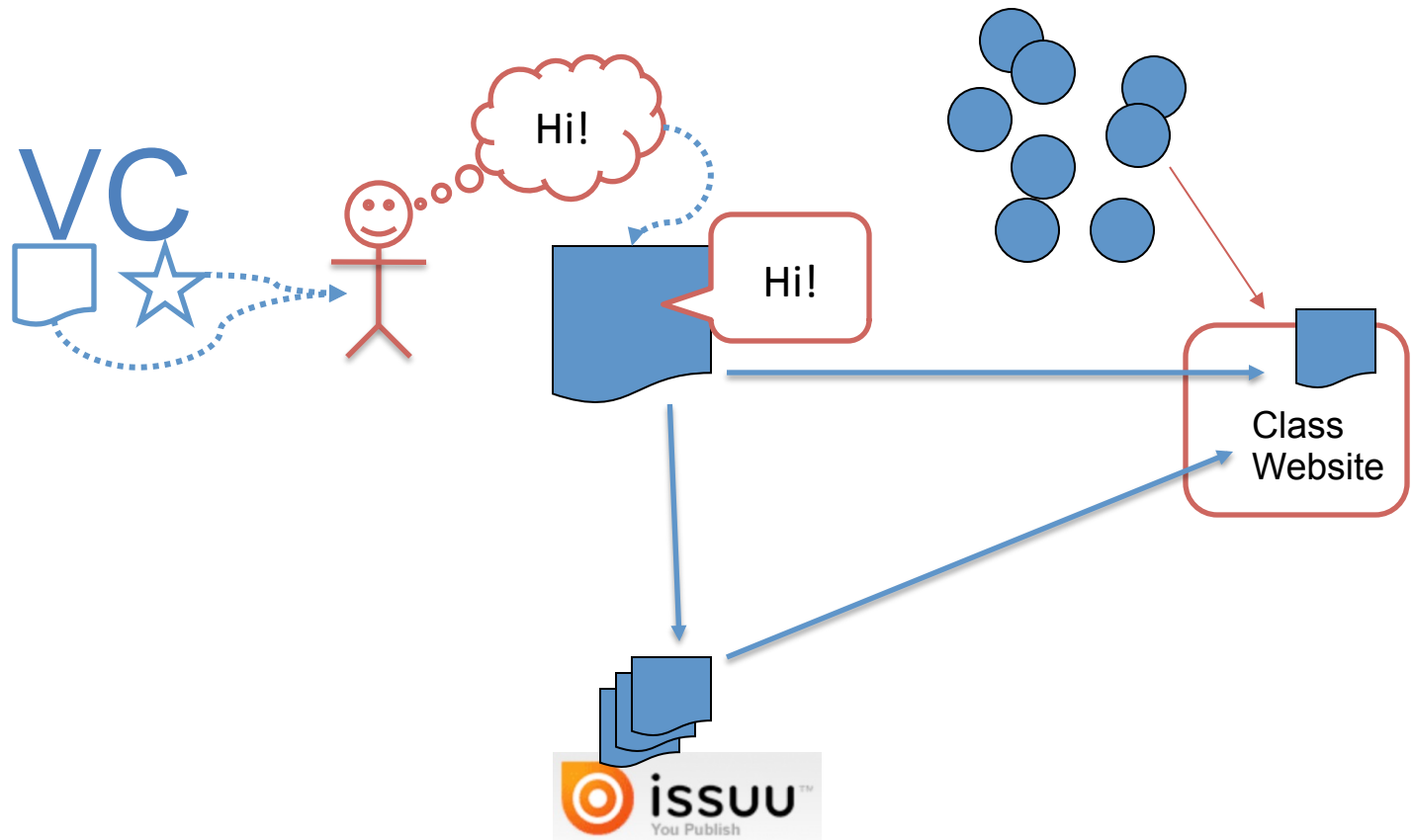
Self-Service Process



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Paperless Delivery



VConnect Templates

- Easy to use
- Efficient
- Flexible
 - » Word and PDF templates

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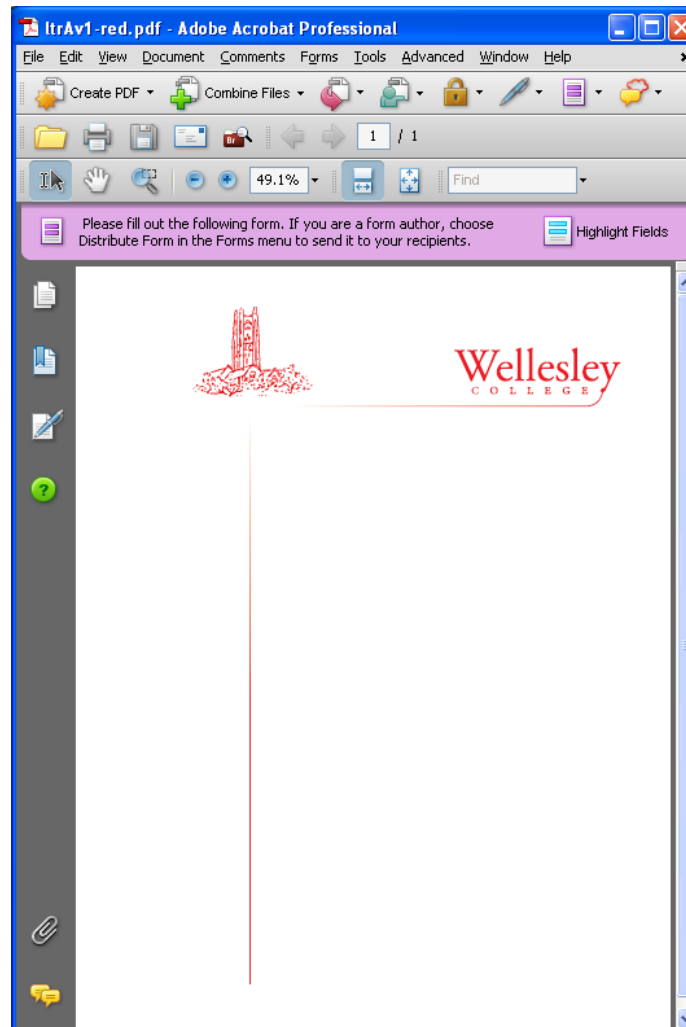


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Find

Please fill out the following form. If you are a form author, choose Distribute Form in the Forms menu to send it to your recipients. Highlight Fields

 Wellesley
COLLEGE

President
Mary-Alice 'Liz' Ewing Raymond

Vice President
Edith Gray Esale

Secretary
Frances Ruth Brown

Treasurer
Alice O'Brien

Annual Giving Representative
Mary Deedy Westbrook



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Secretary
Frances Rutha Brown

Treasurer
Alla O'Brien

Annual Giving Representative
Mary Dawley Herbich

Letter to the Class of 1944

Dear Classmates,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec molestie sagittis conor id dapibus. Duis dapibus elit sit amet felis egestas eget congue justo mollis. Phasellus eget lectus neque. Maecenas tristique velit. Facilisi et condimentum at, mollis nec velit. Ut fringilla ligula sit amet urna volutpat ut consectetur erat mollis. Sed eros diam, fermentum in faucibus et, ornare sed lacus. Cras et lectus vel nisl imperdiet ornare nec in dui. Integer dapibus erat ac quam pellentesque imperdiet. Proin ornare elementum massa ex duium. Suspendisse eget turcum mi.

Morbi suscipit nibh pellentesque lacus adipiscing sed augue mi portitor. Nulla facilisi. Donec, vestibulum felis et mi interdum blandie. Donec id ligula in punis dapibus molestuada. Nam hendrerit portitor velit placerat consectetur. Suspendisse dolor diam, aliquam ac duium eget, semper et nibh. Etiam nunciam lacus nec lorem ultricies elementum, euismod metus aliquet. Integer consectetur erat vel erat tincidunt condimentum portitor. etiam ultricies. Cras vitae porta leo. Idem ultricies augue ex est elementum vel hendrerit ligula fringilla. Integer vulputate consectetur metus, quis volutpat massa venenatis placerat. Sed vehicula, mauris vitae interdum sagittis, massa tellus vulputate mi, eget faucibus nunc neque vel punis. Integer lacus viverra ultricies.

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Warmest regards,
Liz

Output and Delivery

- Printing it
 - » Online printers
 - » Local print shop
 - » Wellesley print shop (direct)
- Mailing it
 - » Mailhouse
 - » Make your own labels
 - » list from WC
 - » List from self-service
- PDF to a website



Email

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Even if you are not online

- Classmates are online
- Conserve funds
- Same content as printed pieces, delivered electronically

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Email

- What you'll need before you send:
 - » Who is the email from?
 - » A subject line – include “Wellesley”
 - » A date (per your group's scheduled days)
 - » Content (just the text, no formatting)

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Email Content

- Keep it short!
- Drive traffic to your website
- Ideas:
 - » Event invitations
 - » Meeting & event reports
 - » Surveys
 - » Class notes
 - » News from Wellesley

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Option 1: Request an Email



- Requires at least one week's notice
- Limited ability to customize – no photos or formatting

Volunteer Connection

www.wellesley.edu/Alum/Volunteer/VConnect



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[Templates](#)

[How-to](#)

[Class Logos](#)

[Club Logos](#)

**Other
Information**

[Wellesley Songbook
\(PDF\)](#)

[Class Logos](#)

* You must sign in to VConnect self-service tools to access links marked with a star.

WCAA Service

[Request an Email](#)

[Request a List or Mailing Labels](#)

[Request a Directory](#)



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Request Form



My Online Community

- My Wellesley
- Find An Alum
- W Network
- Class E-Notes

Community Sign In

UserName

Password

Go

[Forgot your password?](#)
[Register Now](#)

Broadcast Email Request Form for Volunteers

Want to send your own broadcast emails? Visit the [Volunteer Connection](#) to learn more!

**** You do not need to sign in to the Online Community to complete this form. ****

As a service to those volunteers not using Volunteer Connect to do so themselves, the WCAA will send broadcast emails to your club or class. Please submit this form at least two weeks in advance of your requested send date. Emails scheduling is subject to the College communication calendar and staff time.

If you would like to send emails to your class or club yourself, you may do so at any time using [VConnect](#).

Broadcast Email Request Form

*** ALL FIELDS ARE REQUIRED ***

I would like to send an email to my ☐ Class or ☐ Club

Class Year or Club
Name:

Your Name:

Your Email:

A copy of your request will be sent to this email address on submission; we will use this address to communicate with you regarding this broadcast email request.

Requested Date for
Broadcast Email:

 2010

Subject of Email:

The subject of the email must include the word "Wellesley" and your class year or club name. Please keep subject headers short.
(Example: Wellesley Class of 1997 Mini Reunion in Boston)

Reply-to Email

www.wellesley.edu/Alum/Volunteer/VConnect

Completing the Circle

- Listen to your group audience
 - » What do they want in their communications?
 - » What ideas might you get from your fellow leaders?

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Remember: VConnect

- Central resource for Volunteer Leaders
- Evolving tools, options, & training
- Lead on your time
- We want your feedback!



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Questions

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