

Engaging Your Classmates: Goals and the Means to Get There

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The Alumnae Network



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Our Mission



To connect alumnae
to the college and
each other



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History of Classes



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LEADERSHIP

The leader always sets the trail for others to follow.

Board Responsibilities

- Connect
- Engage
- Develop

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Leadership - You are Leaders!

- Delegate
- Appreciate
- Develop future leaders
- Communicate goals

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Board Responsibilities

- Attend ALC
- Manage finances responsibly
- Organize regular and accessible events
- Build class enthusiasm and engagement by communicating regularly

Board Responsibilities

- President:
 - » responsible for all class and board communication
 - » appoints nominating, record book, and reunion chairs
 - » submits annual report
- Vice President:
 - » spearheads Mini Reunion program
 - » files mini reports
 - » assumes role of President in her absence
- Treasurer
 - » sets budget
 - » maintains class accounts
 - » submits a 990 EZ to the IRS
- Secretary
 - » writes class notes for the *Wellesley* magazine 4x a year
 - » takes minutes at all board meetings




Communication

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Board Communication

- Conference calls
 - » Freeconferencecall.com
 - » Doodle.com
- One-on-one calls with your president
- Emails
- Board discussion group
 - » On the [Wellesley website](#)



The best way to
communicate with
your classmates is.....

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Regularly!



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Communicating With Your class

- Have a plan
 - » Touch points
 - » Due dates
 - » Women responsible
- Communication tools
 - » Email
 - » Website
 - » Phone calls
 - » In person at minis
 - » Newsletters
 - » Birthday or holiday cards
 - » Facebook and LinkedIn

Communicating With Your class

When an alumna passes:

- Please let us know
 - » 1-800-339-5233
 - » updates@alum.wellesley.edu
- We'll let you know, then you:
 - » Send a note to the family
 - » Notify your class

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Communication - The Fall Newsletter

- Newsletter:
 - » Heartfelt letter from President
 - » Ask for class news
 - » Solicit dues
 - » List and thank lifetime members
 - » List upcoming mini reunions
 - » Ask for volunteers
 - Cards, mini reunions, etc.
 - » Include a link to class website

Communication - For Mini Reunions

- Use different media:
 - » Invitations – mailed, consider postcards
 - » Email invitations linked to more information on your website
 - » Reminder calls
 - » Information in a newsletter
 - » Posting to your website
 - » Events on Facebook
- Market in advance
 - » Post all mini reunions for the year on the website
 - » List all minis in the fall newsletter
 - » Promote all minis in broadcast emails; link to the website
- Market for the specific event
 - » Invitations a month in advance
 - » Reminder a week or few days in advance, via email or phone tree
 - » Ask those who RSVP to invite at least one other classmate to attend

Communication - Your Website

- Not optional
- But it is simple- and free!
- Use the Wellesley templates
- Learn how tomorrow

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Communication - Your Successors

- Did you receive materials and training from your predecessor?
- Start a binder or folder on your computer
 - » Meeting minutes
 - » Notes and decisions (with reasoning)
 - » Reports
 - » Ideas for future
- Plan for continued class success!

Communication – With the WCAA

- Reports
 - » Mini reunion reports
 - » Annual reports
 - » Financial report
- Minutes
 - » Board meetings
 - » Class meeting (at reunion)
- Class communications
 - » Emails
 - » Newsletters
 - » cc Christine on these for your class file



Communication Goals

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Goals

- One hard copy mailing a year
- Broadcast email at least quarterly
- Update website monthly
- Area phone tree before mini reunions

Postal Mail

- Consider your demographic
- Budget for one hard copy newsletter a year
- What is the goal?
 - » A card is a personal touch, but what is the return?
 - » A newsletter may be more work, but is more cost effective
 - » Budget accordingly

Postal Mail

- Birthday or holiday card
 - » What is the goal?
 - Engagement?
 - Conveying additional information
 - Website, Facebook, etc.
 - » Are you getting a return on your investment of time and money?
 - Consider sending for milestone birthdays
 - Note that the WCAA sends an electronic birthday greeting to all alumnae, a card to those turning 90, and flowers and a letter from the president to those turning 100

Postal Mail

- Alumnae addresses and information for mailings
 - » Download list of birthdays VConnect
 - » Mailing house, mail merge, handwrite?
 - Consider time, volunteers, and funds available

Postal Mail - logistics

- Printing options
 - » You may use any vendor to print
 - Shop around for the best pricing; check big box retailers, mom and pop copy shops, and online options
 - <http://www.modernpostcard.com/>
 - <http://www.vistaprint.com/>
 - Download an Excel list of classmate contact information from the VConnect
 - » We can print and mail for you
 - Your class will be invoiced

Postal Mail - logistics

- Using the College printing services:
 - » 4 pages, B&W, colored paper, stamps, +/- 600 pieces = \$400
 - » 4 pages, with envelope, full color, stamps, +/- 600 pieces = \$670
 - » 12 pages, with envelope, full color, stamps, +/- 125 pieces = \$425
 - » 1/4 sheet postcard, B&W, colored paper, 590 pieces, with stamp = \$270
 - » 1/4 sheet postcard, color, 330 pieces, with stamp = \$185

Email Marketing

Content to consider:

- List upcoming mini reunions
- Ask for class news
- Solicit dues and thank paying members
- Ask for volunteers
- Include a link to class website, Facebook group

Email Marketing

- Points to remember:
- Use Wellesley's broadcast email system
 - » Create the email on your own
 - or
 - » Submit a request (will be sent on the 5th or 20th of the month)

Email Marketing

- Write a relevant, compelling subject:
 - » Wellesley Class of '82 Mini Reunion in Seattle
 - » Wellesley Class of '63 wants your news
 - » Wellesley Class of 2006 Day to Make a Difference activities

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Website

- Every class must have a website
 - » Use the Chapter Pages
- Appoint a webmistress
- Update at least once a month and date all entries
- Make personal connections

Website

- Welcome
- Officers
- Events
- Photo page
- Membership page
- News
- Get Involved

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Phone Calls

- To promote a mini reunion
- To obtain email addresses
- To solicit feedback on class activities
- To connect!

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Facebook

- Free!
- Women have to join and check it to see updates
- Post a link to your FB group on your webpage

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Goals

- One hard copy mailing a year
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Your Communication Plan

Tool	When	Position	Name	Deadline
Send class notes and pictures to <i>Wellesley Magazine</i>	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



Your Resources

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Resources - online

- VConnect
 - » 24/7 access to:
 - » Send emails
 - » Pull Lists
 - » Update your website
 - » Class logos
 - » Print templates

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Resources - Online

- President
 - » Heartstrings: remind classmates “Why Wellesley”
- Vice President
 - » Publicize mini reunions
 - » Recruit mini hostesses
- Secretary
 - » Solicit news
- Treasurer
 - » Solicit dues; list life members

Resources - Online

- Online Handbook
 - » Job descriptions
 - » Recommended constitution
 - » Report forms
 - » Sample meeting agendas
 - » Much more!
- VNews
 - » Online newsletter
 - » Information about the College
 - » Information on what other volunteers are doing

Resources - Live

- Your Class Contact- Christine
 - » Monthly emails
 - » Call me anytime

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Prepare for Reunion

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Your Staff Support

Christine Kurtz

Assistant Director of Classes

ckurtz@wellesley.edu

781-283-2336

Thank you!

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