

Why Communicate?

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

—Rollo May, existential psychologist

WELLESLEY
ALUMNAE ASSOCIATION
W

Why Communicate?



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

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

Why Communicate?



- Increase dues-paying members, event attendance, volunteers
- Strengthens connection to Wellesley, W Network, donations

Communications Plan



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

Communications Plan

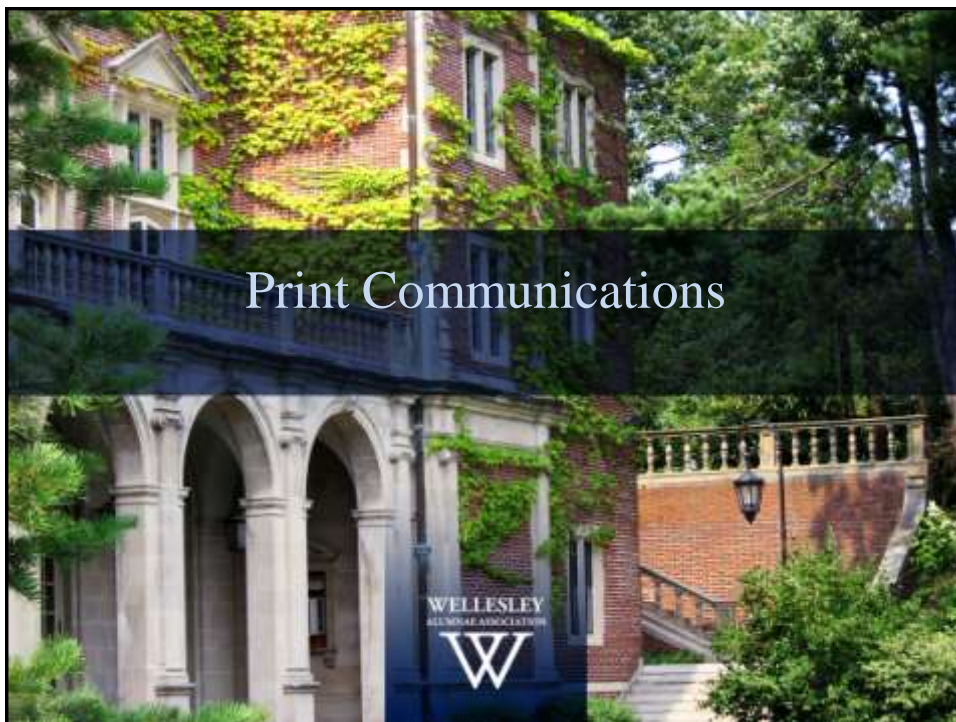
- The vehicles:
 - » Print
 - » Email
 - » Other options
 - Websites
 - Social networking sites
 - The Alumnae Online Community



Your Communication Plan

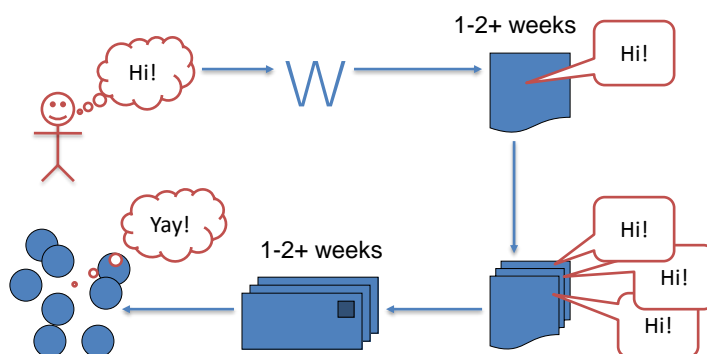
Tool	When	Position	Name	Deadline
Send class notes and pictures to <i>Wellesley Magazine</i>	4 times a year	Secretary	Mary Smith	Sept, Dec, March, and May 1
Phone calls	One week before mini reunion	Started by VP	Started by Sandy Baker	One week before event
Printed Newsletter	1 time a year	Content: pres 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





Traditional Services

- Long time-line



What to Prepare



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

Cost



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

Additional Tools and Services

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

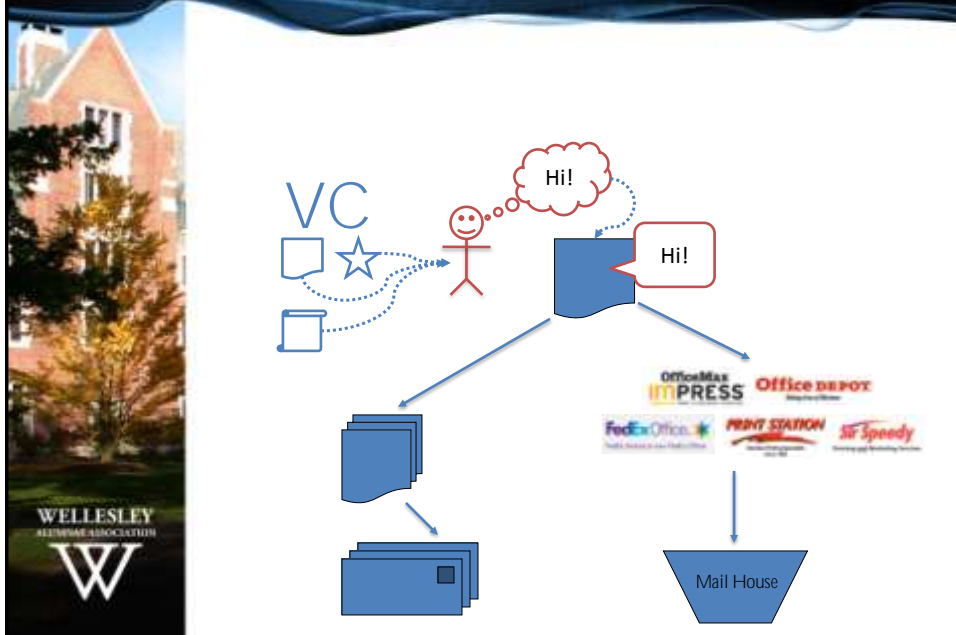


Volunteer Connection

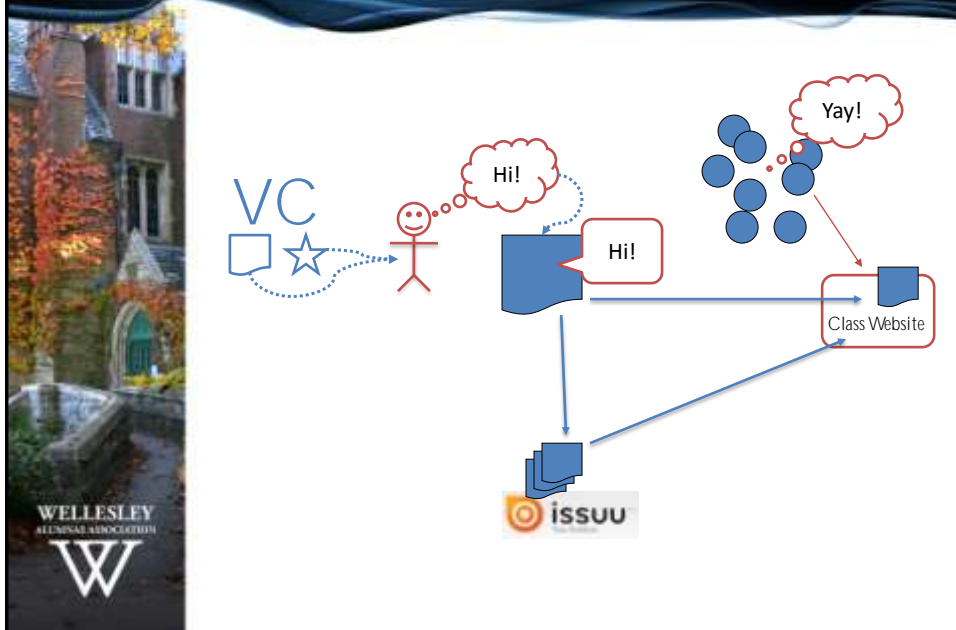
www.wellesley.edu/Alum/Volunteer/VConnect

The screenshot shows the Wellesley VConnect website interface. At the top, there's a blue header with the Wellesley logo and navigation links. Below this, a left sidebar contains a list of categories: Community, Chances, Clubs, & Groups, Awards, Life-Long Learning, Benefits and Services, Refinery Magazine, and Volunteer. The main content area is titled 'VConnect' and features a large 'VCONNECT volunteer connection' logo. Below the logo, a welcome message states: 'Welcome to the Wellesley Volunteer Connection! Here you will find all the tools and instructions you need to assist in your role as a class, club, or affinity group officer.' To the right of the main content, there's a 'Contact Us' box with contact information for the Wellesley College Alumnae Association. At the bottom, there's a 'Self-Service' section with links for 'Create a List', 'Update your Web Site', 'Request an Account', 'How-to: Get Started', 'How-to: Get Shared', 'How-to: Connect Locals via Email Merge', and 'How-to: Download Documents'. There's also a 'Contact Us' box with contact information for the Wellesley College Alumnae Association.

Self-Service Process

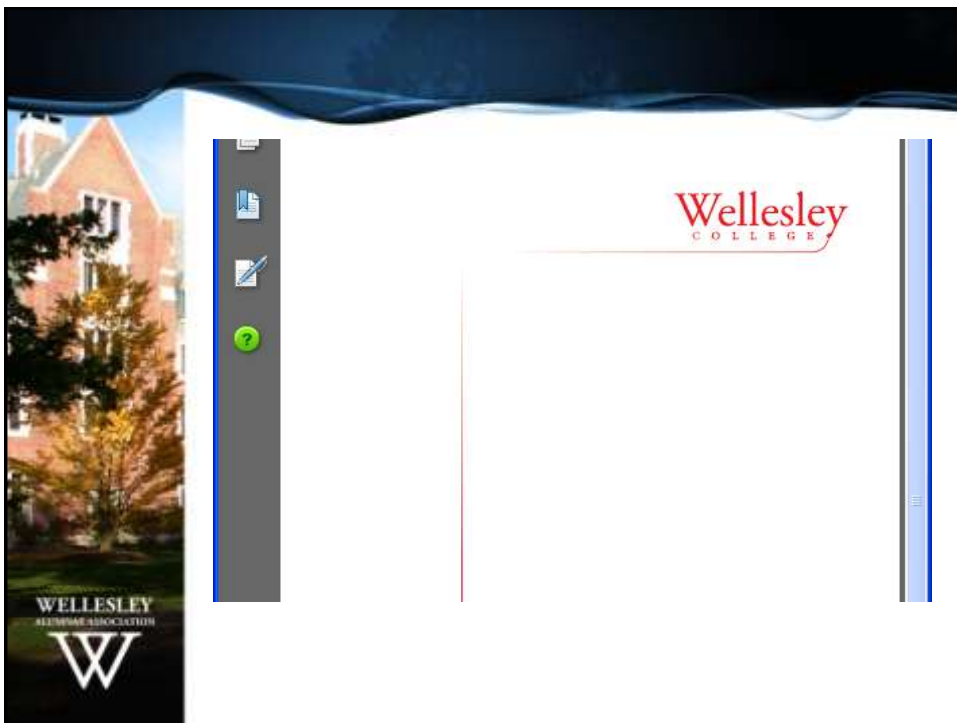


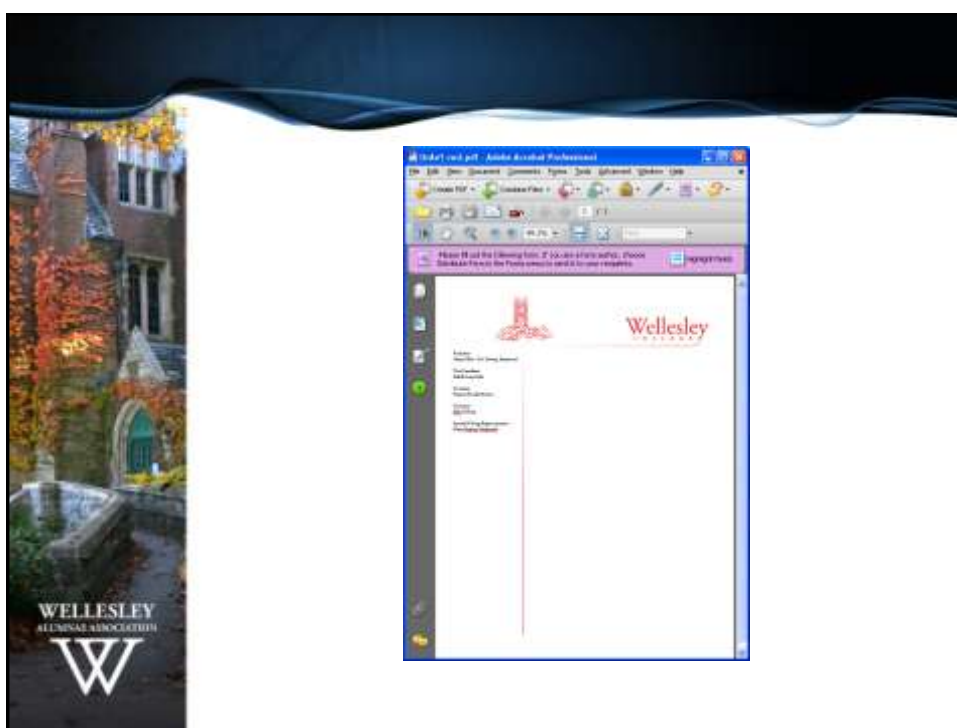
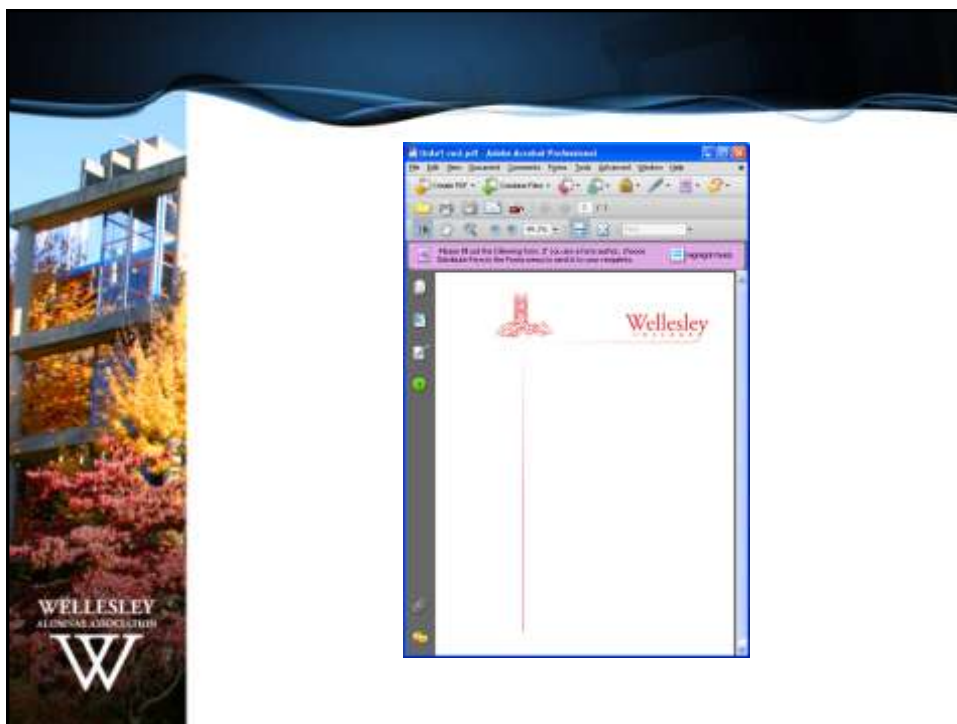
Paperless Delivery

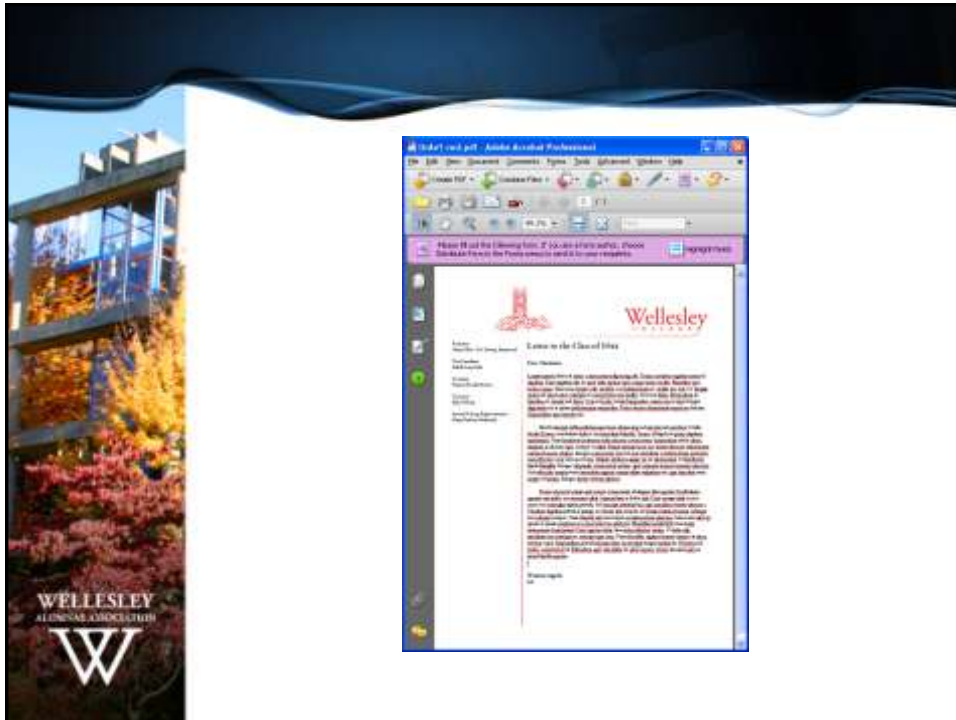


Vconnect Templates

- Easy to use
- Efficient
- Flexible







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



Even if you are not online

- Classmates are
- Save a bit of money
- Same content as printed pieces, just delivered electronically



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)

Email Content



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

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

Volunteer Connection

www.wellesley.edu/Alum/Volunteer/VConnect



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

Request Form



Wellesley College Alumnae Association

COMMUNITY AFFAIRS CLASSES CLUBS GRANTS EVENTS MAGAZINES EDUCATION TRAVEL VOLUNTEERING
 Become a Volunteer Volunteer Resources Classes & Reunion Club Admission Web Site

Wellesley **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. Email 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: _____

Requested Date for Broadcast Email:

Subject of Email: _____

Reply-to Email: _____

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

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)

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?

Remember: VConnect



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

