



ENGAGING YOUR CLASSMATES: GOALS AND THE MEANS TO GET THERE

THE ALUMNAE NETWORK



OUR MISSION

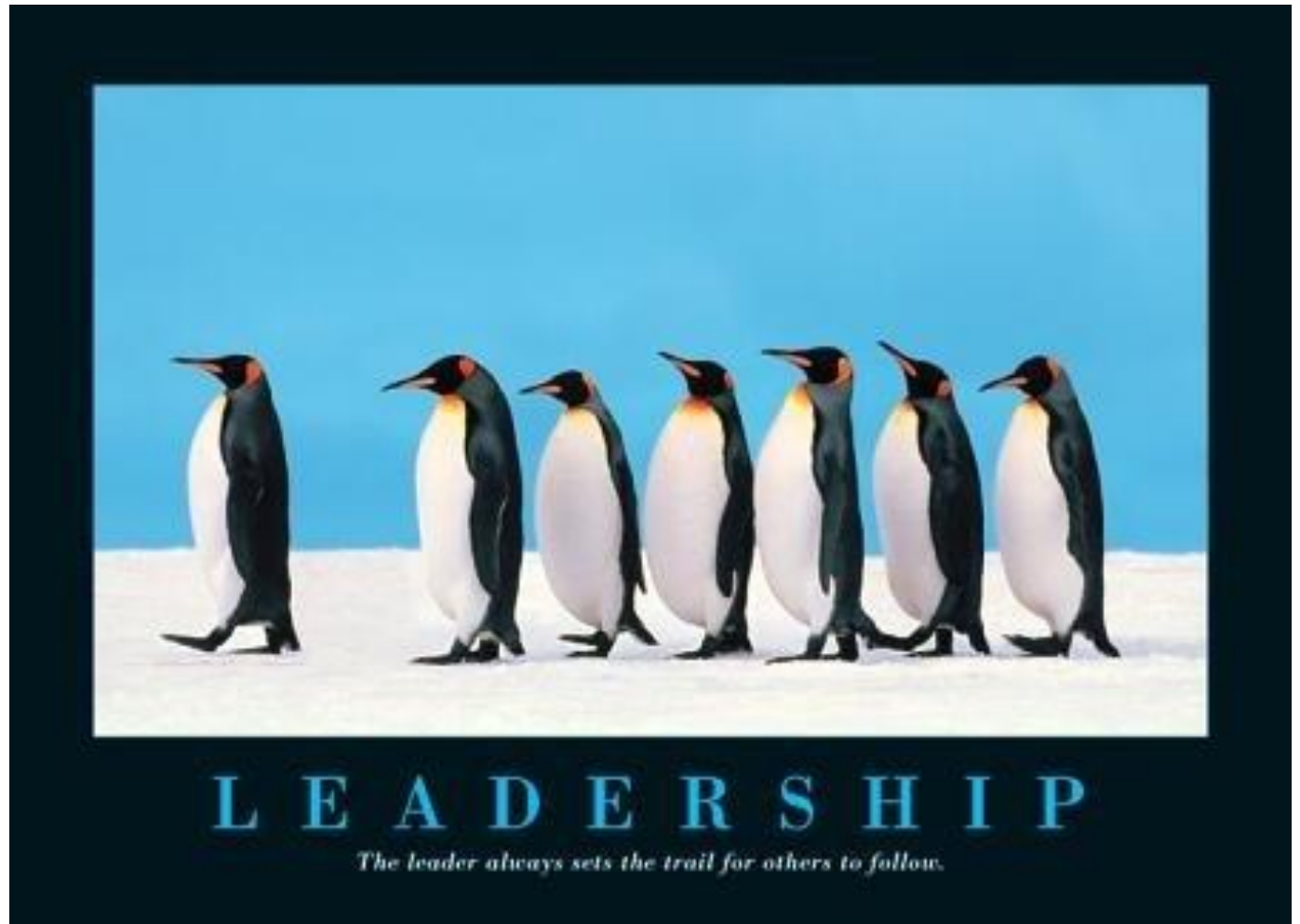


To connect alumnae
to the college and
each other



HISTORY OF CLASSES





LEADERSHIP

The leader always sets the trail for others to follow.



LEADERSHIP OVERVIEW

LEADERSHIP

- ③ Delegate
- ③ Appreciate
- ③ Develop future leaders
- ③ Communicate goals

BOARD RESPONSIBILITIES

- ② Attend ALC in first and fifth years of your term
- ② Manage finances responsibly
- ② Organize regular and accessible events
- ② Build class enthusiasm and engagement by communicating regularly




BOARD RESPONSIBILITIES

- ◎ By April 30 of year 3, the president appoints a nominating chair, record book chair, and reunion chair
- ◎ Annually, the president and treasurer submit reports to the WCAA, and the treasurer submits a 990 EZ to the IRS
- ◎ The secretary writes class notes for the *Wellesley* magazine 4x a year and takes minutes at all board meetings




COMMUNICATION





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



Regularly!

THE FOUR CATEGORIES OF COMMUNICATION

- ① For specific events
- ① For general promotion and awareness
- ① To foster connections between classmates
- ① To recruit new dues-paying members

EVENTS

- ⊙ Marketing for a specific event such as a mini reunion
- ⊙ This includes:
 - ⊙ Invitations – paper or email
 - ⊙ Reminder messages or calls
 - ⊙ Information in a newsletter
 - ⊙ Posting to your website
 - ⊙ Events on Facebook



EVENTS

- ◎ Market in advance
 - ◎ Post all events for the year on the website
 - ◎ List all events in the newsletter
 - ◎ Promote all events in broadcast emails

- ◎ Market for the specific event
 - ◎ Invitations a month in advance
 - ◎ Reminder a week or few days in advance, via email or phone tree



DURING THE EVENT

- ⊙ Take pictures
- ⊙ Collect contact information
- ⊙ Provide name tags



AFTER THE EVENT - DON'T MISS THE OPPORTUNITY!

- ③ Post a recap and pictures with captions to the website
- ③ Send an mail to your classmates with a link to the recap and pictures on your website
 - ③ Include dates of upcoming mini reunions and a request for hostesses
- ③ Write a thank you note to the hostess and the event location



GENERAL PROMOTION

- ③ Communication for general awareness to remind your audience that you're here and active
- ③ It's important to have ***regular*** communication with your classmates— even when there are no events planned in the immediate future

GENERAL PROMOTION

- ◎ The best way to communicate is regularly!
 - ◎ Annual fall newsletter
 - ◎ Update your website and Facebook group
 - ◎ Monthly email of what's coming up; ways to get involved; news from classmates, etc.
 - ◎ Send a photo and highlights to the *Wellesley* magazine

GENERAL PROMOTION

Don't let your audience
forget about you!

CONNECTIONS

- ③ Marketing to foster connections between individual classmates



CONNECTIONS

- ⊙ These are the bonds that build the group.
Facilitate them with:
 - ⊙ Discussion groups
 - ⊙ Class directories
 - ⊙ Record books
 - ⊙ Classmate spotlight in newsletter or on the website
- ⊙ Don't underestimate the power of these individual connections!

NEW MEMBERS

- ◎ To reach classmates who are not yet connected and / or are not dues paying members
 - ◎ US mail newsletters
 - ◎ Phone campaign by residence hall
 - ◎ Broadcast emails
- ◎ Direct classmates to your website for additional information



GOALS



GOALS

- ① One hard copy mailing a year
- ① Broadcast email quarterly
- ① Update website monthly
- ① 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 only for milestone birthdays



POSTAL MAIL

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



POSTAL MAIL

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



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 Volunteer Connection
 - ⊙ We can print and mail for you
 - ⊙ Your class will be invoiced

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:

- ② Use Wellesley's broadcast email system
 - ② Create the email on your ownor
 - ② 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

EMAIL MARKETING

- ③ Keep it short and readable; use bulleted lists and remember the “E” reading pattern
- ③ Refer readers back to your website for additional information
- ③ Include links to all your social media: class website, Facebook, LinkedIn, etc.



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



PHONE CALLS

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

FACEBOOK

- ① Free!
- ① Women have to join and check it to see updates
- ① Post a link to your FB group on your webpage



THE FOUR CATEGORIES OF COMMUNICATION

- ② For specific events
- ② For general promotion and awareness
- ② To foster connections between classmates
- ② To recruit new dues-paying members

YOUR COMMUNICATION PLAN

Tool	Category	When	Position	Name	Deadline
Send class notes and pictures to <i>Wellesley</i> Magazine	P, E, N	4 times a year	Secretary		Sept, Dec, March, and May 1
Phone calls	E	One week before mini reunion			One week before event
Printed Newsletter	P, E, C	1 time a year	Content: pres Layout: newsletter chair		Sept 1
Post photos from mini to website	P	After each mini	Event hostess sends to webmistress		By the morning after the event
Update website	E, N	Once a month	webmistress		Every month by the 15th
Broadcast email	P, E	Monthly	Email newsletter chair		Sept, Dec, March, and May 1
Directory	C	Annually	Directory Chair		September 1





MAKING SENSE OF THE DOLLARS: CLASS BUDGETS

DETERMINE EXPENSES FIRST

- ⊙ What do you want to do?
 - ⊙ Travel to ALC
 - ⊙ Postage and printing
 - ⊙ Reunion – decorations, snacks
 - ⊙ Reunion – assistance or a spirit fund
 - ⊙ Subsidize mini reunions?
 - ⊙ Other?

INCOME

- ◎ Lifetime dues are your goal
 - ◎ Money goes into endowment
 - ◎ Class receives interest check annually
- ◎ Annual dues
- ◎ Most importantly.....

INCOME

Don't forget to solicit dues!

- ⊙ Consistently ask for dues payments, always emphasizing that lifetime dues are the most cost effective and most helpful
- ⊙ Class dues are tax deductible



SOLICITING DUES

- ⦿ Post a PayPal link on your webpage and in every email
- ⦿ Make dues payment a foregone conclusion
 - ⦿ include an invoice in any paper mailing
 - ⦿ send annual PayPal invoices via email
 - ⦿ conduct phone solicitation



SOLICITING DUES

- ◎ Have a membership drive for lifetime members
 - ◎ She who recruits the most lifetime members gets a tangible or symbolic prize
 - Gift card
 - Funny title and hat to wear in alumnae parade at reunion
 - Other?

SOLICITING DUES

- ◎ List dues paying members on your website and in your newsletter, and highlight lifetime members
- ◎ Let classmates know what dues cover:
 - ◎ Education and training for board
 - ◎ Refer back to your expense lists

FINANCIAL REPORTS

The treasurer submits:

- ② an annual financial reports to the WCAA by August 15
- ② A 990 to the IRS and a copy to the WCAA by November 15 – though we strongly urge submitting it by August 15



PREPARE FOR REUNION

YOUR STAFF SUPPORT

Christine Kurtz

Assistant Director of Classes

ckurtz@wellesley.edu

781-283-2336

Thank you!