



Now that you have some members, you need to engage alumnae by putting on programming.

# Types of programs



- Social
- Educational
  - » Faculty Speaker
  - » Book clubs
- Admission
- Service
- Networking/Career
- Fundraising

There are many types of events for clubs to host. Categories include social events like wine tasting, cooking classes, teas, receptions, fashion shows, etc

Faculty Speakers programs – very popular for our clubs. As you know, the WCAA reimburses faculty or staff for all of their travel expenses. If have not booked a faculty speaker, please discuss the option with your board and complete the online request form! I would like to remind you that your speaker requests take **more turn around time than you might think**. Submitting a request in Sept for an Oct speaker is not going to work very well for you.....and planning ahead, means more time to advertise, communicate with your speaker.

**Book Clubs** have been very popular with our clubs.....all Wellesley women like to read and nice, interesting to discuss books with women from several decades!

**Admission programs** – a great way to get young alumnae involved – be specific, ask them to do one College Fair or serve on a young alum panel for prospective or admitted student events. Admissions programs are a great way for members and potential members to see how their time and money contribute to the benefit the College.

**Service** – Day to Make a Difference.....Many clubs still participate – great way to get Wellesley's name in your communities – reinforce our motto “non – ministrari, sed ministrare

**Networking** --- Need we say more...if you want young alumnae to be active – host a networking program. Erin Sullivan '01, Associate Director Center for Work and Service/Director of Alumnae Career Services is always available to discuss networking/career and/or service programs.

And Lastly.....fundraising – as we discussed previously, not a big ticket item for clubs, but with a communicated GOAL and good support – fundraising can also serve as a unifying activity.

## What works for your club?



- Poll your constituency
- Make sure your board is invested and interested in the Programming
- Vary the type, costs, and locations of your events
- Partner with other Wellesley groups

Do not feel pressure to do it all. Ask your club members what they want. Make sure that your board is invested in the programming and many people are helping.

**Things to keep in mind** include keeping costs low – can it be free for dues paying members or for ALL? Continue offering anchor events – events alums know about and can count on each year (**annual meetings, faculty speakers, holiday parties**).

Make sure that the **location is accessible** for a large portion of your members.

Diversify the location of your events.

Also, think of sub groups of your clubs – is going smaller and more intimate good for your club? **Should you have regional or decade reps . Targeting certain populations** - Young alums are looking for events that are inexpensive, have food, and offer career networking opportunities

Lastly, think about partnering with our other groups – Classes and Shared Interest/Affinity Groups.

As our Special Interest Groups continue to develop, we hope our clubs will partner with these leaders to reach new people and help support the network.

## Successful events



- Plan in advance
- Appeal to your target audience
- Advertise
- Have refreshments/food
- Engage the attendees – make sure people feel comfortable
- Have the leadership introduce themselves and speak about the club

To have a successful event, we recommend the following: Plan in advance. Have an event calendar in the beginning of the year with dates, events, and who is in charge of what. Plan your board meetings for the year early. You need to be communicating regularly with each other.

Appeal to your target audience when planning your event. Advertise, advertise, advertise – communicate to your members. Always include refreshments/food.

Engage the attendees, make sure people feel comfortable and are socializing. As officers, events somewhat become your party. Greet people, introduce people, and make sure no one is feeling left out or uncomfortable. Always take a few minutes to address the whole group and speak briefly about the club and your goals – be brief but be as specific as you can.



## Post-event work



- Proactively seek new volunteers
- Build relationships with attendees (they are already invested in some way shape or form)
- Gather feedback about the event
- Send out a communication piece after the event
- Pictures, pictures, pictures!

Keep in mind, your work does not end when the event is over. Proactively seek new volunteers from those who attended. Build relationships with attendees (they are already invested in some way shape or form). If possible...send out a communication piece, email, after the event thanking everyone for their attendance and encouraging them to come to the next club program. Make you members feel good about being a part of the club and the things you are doing!

Ask for feedback about the event that you can apply to future programs. Finally, **take pictures** to use for your communication pieces....emails and website.

# Discussion



- What are you planning and for when?
- Where are you hosting the event?
- Who is your audience?
- How will you publicize?
- How much will it cost for the club? For the alum?
- Can you partner with anyone?
- How many volunteers do you need to make this event a success? What are their roles?
- How will you follow up?