Our Clubs

Our mission:

To support the Institutional Priorities of Wellesley College by connecting alumnae to the College and to each other. The Association will serve as a lifelong resource to alumnae and will encourage alumnae to contribute to the continued excellence of the College.
What clubs do: Provide opportunities for Wellesley alumnae friendships, education and lifelong learning, the chance to assist Admission work, and to enhance Wellesley College’s image through community involvement.

Some statistics: About 86 active clubs in the U.S. and around the world, and an additional 50 key alumnae contacts worldwide

Our tax status: Nonprofit, tax-exempt supporting organization of Wellesley College
Our Clubs

Club Models

**Chapters:** small, committee-run groups with no bank accounts; occasionally host events; led by a key contact

**Model A:** small, geographically diverse, possibly in temporary hibernation or just forming

**Model B:** medium-sized growing club

**Model C:** medium-sized mature club

**Model D:** large, urban, mature club
Our Clubs

Lifecycle of a club

Active!  Active!

In need of strong volunteers

board growth

board decline
Leadership

The Board

- President
- Vice President
- Secretary
- Treasurer
- Communications Chair
- Programming Chair
- Membership Chair
- Alumnae Admission Representative
Leadership

Some additional positions

- Young Alumnae Representative
- Webmistress
- Book Award Chair
- Decade or Geographical Representatives
Demographics and Inclusivity

- Events tailored to your club members
- Activities with broad appeal

Anchor Events

- Annual Meeting
- Holiday Party
- Faculty Speaker
- Admission Events
Planning

• What type of event?
• Who will organize?
• How will you invite alums?
Communications

Maintain regular communications with your club

- Eblasts the 1st and 15th of every month – at least once a month
- Eblast request form

Use Harris to send out eblasts

- Why shouldn’t a club keep its own email list?
Communications

Printed Mailings
- Newsletters
- Invitations – flyers or cards

Phone Calls

Social Media
- Facebook groups
Who is considered a member?

Why should I pay dues?
Some dues basics:

• How much should we charge?
• How do we ask?
• How do we collect dues?
Follow Through

• Leadership
  » Check in with board members
  » Delegate

• Create plans, set goals

• Be adaptable

• Evaluate
  » Did we achieve our goals
  » Could we do this better?
  » What’s the next step?

• Celebrate success!