Print Communications
Communication Plan

• The key to success is to communicate REGULARLY!

• PLAN:
  » Purpose
  » Dates, modes, who’s responsible, frequency, etc.

• We are here to help you!
How should I communicate?

- Newsletters (print/electronic)
- Email blasts
- Targeted emails
- Websites
- Social media
- Personal invitations
- Phone calls
- Birthday & Valentine’s Day cards
<table>
<thead>
<tr>
<th>Tool</th>
<th>When</th>
<th>Position</th>
<th>Name</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send class notes and pictures to <em>Wellesley</em> Magazine</td>
<td>4 times a year</td>
<td>Secretary</td>
<td>Mary Smith</td>
<td>Sept, Dec, March, and May 1</td>
</tr>
<tr>
<td>Phone calls</td>
<td>One week before mini reunion</td>
<td>Started by VP</td>
<td>Started by Sandy Baker</td>
<td>One week before event</td>
</tr>
<tr>
<td>Printed Newsletter</td>
<td>1 time a year</td>
<td>Content: pres Layout: newsletter chair</td>
<td>Jane Doe and Susie Jones</td>
<td>November 1</td>
</tr>
<tr>
<td>Post photos from mini to website</td>
<td>After each mini</td>
<td>Event hostess sends to webmistress</td>
<td>Specific to event; tasked by VP Sandy Baker</td>
<td>By the morning after the event</td>
</tr>
<tr>
<td>Update website</td>
<td>Once a month</td>
<td>webmistress</td>
<td>Marilyn Ackers</td>
<td>Every month by the 15th</td>
</tr>
<tr>
<td>Broadcast email</td>
<td>Monthly</td>
<td>Email newsletter chair</td>
<td>TBD after ALC</td>
<td>Sept, Dec, March, and May 1</td>
</tr>
</tbody>
</table>
Why Communicate?

• Reinforce your common bond
• Network, personally and professionally
• Call to action (e.g., register for an event, class notes requests, Record Book entries, etc.)
• Inspiration
• Support
First Steps

- What are you printing?
  » Postcard
  » Letter
  » Newsletter (# pages?)
  » Other

- Estimate the cost
  » Give examples

- Talk to treasurer before starting to verify funds are available
What to Prepare

• Decide format
• Prepare content
  » Headline/subheads, etc.
  » Body copy
    – Can be a group effort
    – One person coordinates
  » Images
Traditional Print Services

1-2+ weeks

Send Content for Layout

Review Drafts

1-2+ weeks

Delivered

Contact Us

Contact Us
Self-service Print Communications

- Do it yourself, one-stop shopping
- Requires Vconnect username and password to access many of the self-service tools
  - Data Pull (Lists and Labels)
  - Send Emails
  - Update Websites
Self-service: Vconnect

• No Username and Password Needed
  » Templates
    – Easy to use
    – Efficient
    – Flexible
  » Request Assistance
    – Emails
    – Lists or Labels
Volunteer Connection

http://web.wellesley.edu/alumnae/volunteer/vconnect

Welcome to the Wellesley Volunteer Connection!

Here you will find all the tools and instructions you need to excel in your role as a class, club, or affinity group officer.

Please click here or scroll down for Alumnae Association services for emails, lists, and labels.

VConnect Self Service Webinars
(recorded September 15th, 2011):

- Email Marketing
- Data on Demand
Volunteer Connection

http://web.wellesley.edu/alumnae/volunteer/vconnect

<table>
<thead>
<tr>
<th>Tool</th>
<th>Access</th>
<th>Learn</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EMAIL</strong></td>
<td>Send an Email [ ]</td>
<td>How-to</td>
</tr>
<tr>
<td></td>
<td>Request An Account</td>
<td></td>
</tr>
<tr>
<td></td>
<td>New! How to create a distribution list</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other email tutorials</td>
<td></td>
</tr>
<tr>
<td><strong>DATA</strong></td>
<td>Create a List [ ]</td>
<td>How-to: Quickstart</td>
</tr>
<tr>
<td></td>
<td>Request an Account</td>
<td>How-to: Full Documentation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>How-to: Create Labels via Mail Merge</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Microsoft documentation)</td>
</tr>
<tr>
<td><strong>WEB</strong></td>
<td>Update your Web Site [ ]</td>
<td>How-to: Get Started</td>
</tr>
<tr>
<td></td>
<td>Request A Site/Request Access to a Site</td>
<td>How-to: Other web tutorials</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social Networking Guidelines</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General Online Community Help</td>
</tr>
<tr>
<td><strong>PRINT</strong></td>
<td>Templates</td>
<td>How-to</td>
</tr>
<tr>
<td></td>
<td>Sample Communications</td>
<td></td>
</tr>
<tr>
<td>Images</td>
<td>Class Logos</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Club Logos</td>
<td></td>
</tr>
</tbody>
</table>
Volunteer Connection

http://web.wellesley.edu/alumnae/volunteer/vconnect

* You must sign in to VConnect self-service tools to access links marked with a star.

**WCAA Services**

Please see the below links to have the Alumnae Association send an email or list for you.

<table>
<thead>
<tr>
<th>Tool</th>
<th>Request Form</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Email" /></td>
<td>Request an Email</td>
</tr>
<tr>
<td><img src="image" alt="Data" /></td>
<td>Request a List or Mailing Labels</td>
</tr>
<tr>
<td></td>
<td>Request a Club Directory</td>
</tr>
</tbody>
</table>
Sample Template
Add a Logo
Add Officers in a Side-bar
Letter to the Class of 1944

Dear Classmates,

Wellesley College 1944 Reunion Committee has been preparing for this event for many months. We are excited to welcome you back to the campus where you spent a significant portion of your lives. The College has undergone numerous changes since your time, but some things remain the same.

You are invited to participate in a variety of reunion activities, including tours of the campus, a special reception, and a gala dinner. Please check the program for details.

We hope you will take advantage of the opportunity to reconnect with old friends and make new ones. There will be opportunities for informal gatherings and organized events throughout the weekend.

Please fill out the following form. If you are a form author, choose Distribute Form in the Forms menu to send it to your recipients.

Thank you for your participation.

Wellesley College

[Form Image]

[Image of Wellesley College]

Wellesley Alumnae Association

[Logo]
Self-Service or Semi Self-Service

Email request or DIY

Finalize Content, Layout, Printing, & Mailing with Help at Anytime

W or W or W or Mail House or
Output and Delivery

• Printing it
  » Online printers (e.g., Vistaprint)
  » Local print shop
  » Wellesley print shop (direct)

• Mailing it
  » List from Alumnae Office
  » Mailhouse
  » Make your own labels
  » Mailed from Wellesley print shop
  » Printing and postage
Output and Delivery: Additional Options

• Costs
  » Pay vendors directly
  » Class treasurer receives bill from Alumnae Office

• PDF posted on class/club website
Other Things to Consider

• Time of year (holidays, etc).
• Reunion/Commencement
  » Middle of May – Middle of June is very busy.
  » Plan accordingly
  » Will need more time
  » Blackout dates (reunion related communications will get done)
One does not serve all

• Target your communications (mode, language, tone)
• Understand your audience (survey monkey)
• Accept that you cannot reach everyone
• You have limited resources
  – choose wisely
Discussion

• What has been successful?
• What has not?
• How do you engage alumnae with your communications?
• How often do you…
  » Send a newsletter
  » Email blast
  » Update your website