Dear Club Membership Chair,

We would like start by thanking you for your time, your enthusiasm, your hard work, your patience, your energy, your ideas, your sense of humor, and your leadership. You listen and motivate, reach out, and encourage people to try new ideas. You build in opportunities to expand the club with all alumnae and support the club’s mission of connecting alumnae to each other and the College.

We recognize all the things you do and appreciate them greatly. We are here to help you celebrate engagement of every kind and work with you to find potential solutions to any challenges you may face.

We are excited to share this BLUEprint Toolkit and additional resources with you to support your development as a club leader. In addition to formal documents such as roles and responsibilities and sample bylaws, we plan to add content as we learn of exceptional and unique ideas for engagement, volunteer recruitment, and motivation. Please send us your most successful and most creative ideas. We’d love to share them with other club leaders to help their clubs grow and thrive.

We look forward to working with you in all the myriad ways to connect alumnae to each other and to the College.

Best regards,

Lesley Robertson ’88
Director of Alumnae Engagement Programs

Janet Monahan McKeeney ’88
Director of Alumnae Engagement Logistics
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Wellesley College Alumnae Association Mission

The mission of the Wellesley College Alumnae Association is 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.

Volunteer Tenets

All alumnae volunteers are guided by the Wellesley College Alumnae Association (WCAA) mission. We are always looking for alumnae interested in sharing their time, energy, and spirit as volunteers for Wellesley. The following tenets are designed to guide you in your volunteer role(s).

As a Wellesley volunteer, you agree to:

- Treat all alumnae and staff with respect and civility in person, in email, in print, and social media.
- Commit to a role that suits your skills and capacity.
- Commit to being inclusive and address issues of diversity along numerous demographic lines (e.g., race, class, gender identity, sexual orientation, ethnicity, age, ability, religion, geography, etc.) in all facets of your volunteer work.
- Communicate regularly with alumnae volunteers and WCAA staff.
- Actively seek opportunities to engage new alumnae.
- Resolve any conflicts in a transparent and open manner.
- Acknowledge any potential conflicts of interest and recuse oneself when appropriate.
- Keep your contact information current at alum.wellesley.edu, including address, email, and phone number. As a volunteer, you must agree to be contacted by the WCAA or other alumnae via any of these channels.
- Recognize that your actions will reflect on and speak for not only you, but for other alumnae and the College.
Role Responsibilities

The club membership chair is the key resource for alumnae becoming club members of renewing their memberships. The membership chair serves as a member of the club board and collaborates extensively with the programming and communications chairs.

- Together with the board, develop strategies to maintain or increase membership.
- The club membership chair is the key resource for alumnae becoming club members of renewing their memberships. The membership chair serves as a member of the club board and collaborates extensively with the programming and communications chairs.
- Communicate the benefits of being a dues paying member of the club through many channels—newsletters, eblasts, etc. Some of the benefits may be:
  - Support club activities to keep event costs low and lessen the financial barrier to entry for other alumnae
  - Allow the club to try pilot programs that may engage un or under engaged alumnae in support of the College’s institutional priority of inclusive excellence
  - Early registration for events and activities
  - Lower cost members only tickets to events and activities
- Provide opportunities for alumnae to become dues paying members online and in person at every event and meeting.
- Encourage alumnae to process their dues online through the club website. The payments, renewals and valid membership dates are processed and updated immediately.
- Provide notification of check or cash membership payments and renewals to your point of contact at the WCAA. Please include the alumna’s name, class year, and date of payment/renewal as soon as possible so that membership records can be updated in a timely manner.
- Collaborate with classes to strengthen connections and increase outreach to nonmembers.
- Maintain regular contact with WCAA on club goals.
- Appoint and oversee one or more committees to welcome newly-arrived alumnae to the area, and organize alumnae by class or decade, or other such membership breakdowns the board may direct.
- Monitor the monthly change of address reports provided by WCAA.

**Attracting and Keeping Strong Membership**

Together with the programming chair, work to offer events that appeal to a broad range of alumnae interests.

When selecting a planning or steering committee, keep in mind that it should represent diversity across ages, cultures, experiences and interests. Some clubs have shared that "decade" leaders on the board have been effective in maintaining focus on the varied interests of each community.

Create a membership recruitment plan that works with programming to

- Address current alumnae interests and concerns—explore topics such as careers, the arts, education, politics, parenting, health/wellness, community service, admissions/current student events.
- Attract varied constituencies—alumnae of all ages, religions, and at different career stages.
- Include both new events and keep popular favorites

Consider offering several types of membership:

- A free honorary membership for alumnae who graduated within the last year or more than 50 years ago.
- A lower price for young alumnae (one to five/ten years out of school).

Include parents of current students:

- Parents of current students often enjoy being included in club activities and learning more about the college where their daughters are spending significant years of their lives.
- Parents bring enthusiasm and knowledge while boosting attendance at programs. Clubs are enriched by parental participation.
- We hope that you will make a special effort to invite parents to meetings and to become involved in your club. Perhaps a letter could be included in your newsletters as one way of encouraging parents' membership. It is also nice to follow up with a telephone call from one of your members.
Communications and Social Media

As membership chair, you should reach out to alumnae on a regular basis to promote the value of club membership and use every opportunity to encourage alumnae to join the club.

Newsletters/Emails/Social Media

- Together with the club communications leader, establish a timeline for regular communication highlighting the different membership benefits.

Website

- Ensure your website has current content on it. Once the membership levels have been decided by the board, ensure that the site reflects the most current information. If you and your website chair need assistance, request it here or view our video tutorials.

Access to Contact Information

- WCAA strongly encourages use of the online alumnae directory. The online alumnae directory is behind a Wellesley firewall that requires signing in. If alumnae have difficulty logging in, they can call the help desk at 781-283-7777 or email them at help@wellesley.edu. They can also use the password reset feature.

- If you wish to do individual outreach to alumnae to encourage membership and other participation, you can request a club list. A club list will include names, addresses, and phone numbers. A lost list will include names and last known address. A do-not-contact list will include names. You can preview an example of a list here.

- We do not recommend a printed directory, as it is quickly out of date. All information and search functionality is available in the online directory found either on the WCAA website or the individual club website. If your club requires a directory, you may request one in the comments of this form. Please be aware that pulling a directory is time intensive. WCAA cannot produce directories in the summer months or in January. The WCAA will produce one directory annually for your club if requested and both the club annual and financial reports have been completed and submitted.
Online Resources

Here are some other helpful resources.

WCAA Policies and Guidelines

Appropriate Use of Alumnae Information

Current alumnae volunteers may be given access to alumnae information. The information provided is for official Wellesley College alumnae use only. Use of the information for any non-Wellesley College Alumnae Association purpose - including but not limited to solicitation of any kind; reproducing and storing in a retrieval system by any means, electronic or mechanical; photocopying; or use of the addresses or other information for any mailing other than alumnae related events - is strictly prohibited. Any misuse of the data may result in legal action from the Wellesley College Alumnae Association.

The information provided is maintained by the Wellesley College Alumnae Association database and is accurate as of the date it was retrieved.

Wellesley College takes seriously its responsibility to protect the privacy of the members of the Wellesley College community. We have recently updated our Privacy Notice, which should make it easier for you to understand what information we collect, why we collect it, and how it’s used.

If you have any questions about appropriate usage of either alumnae information, contact alumnae@wellesley.edu.

Charitable Donations

Each Wellesley class/club/SIG is a 501(c)(3), a non-profit organization, whose mission is to connect Wellesley alumnae to the College and to each other. Each class/club/SIG operates under the umbrella of the Wellesley College Alumnae Association and as such must operate in a manner that upholds the shared mission of the class/club/SIG and the WCAA so that both the class/club/SIG and the WCAA may maintain their legal standing as non-profits.
While community service can be a large part of a class/club/SIG's engagement, direct financial support of another charity is not permitted. All money collected by the class/club/SIG must be utilized to further the mission of the class/club/SIG, the WCAA, and Wellesley. In other words, funds raised and held in the class/club/SIG's bank account are to be used to connect alumnae to each other, the class/club/SIG, the WCAA, and the College or may be donated to the class/club/SIG’s scholarship fund, if applicable, or as a gift to the College. Direct financial support of another 501(c)(3) is outside the class/club/SIG’s mission, and therefore must not occur.

If you have any questions about a class/club/SIG's financial responsibilities, please contact alumnae@wellesley.edu.

Non-Discrimination Policy

Each Wellesley class/club/SIG operates under the umbrella of the Wellesley College Alumnae Association and is closely associated with Wellesley College through the class/club/SIG’s mission to connect Wellesley alumnae to the College and to each other. As such, each Wellesley class/club/SIG is expected to share Wellesley College’s commitment to providing equal opportunity in employment and education to all employees, students, and applicants of Wellesley College. Wellesley College policy strictly prohibits discrimination or harassment on the basis of race, religion, color, sex/gender, age, ethnic or national origin or ancestry, veteran status, physical or mental disability, pregnancy, sexual orientation, gender identity or expression, genetic information, veteran or military status, membership in Uniformed Services, or any category protected by applicable state and federal laws. Wellesley College is committed to making its programs and campus accessible and compliant with all applicable non-discrimination laws. Sexual harassment, including sexual violence, is a form of gender discrimination that is illegal and prohibited by College policy. Retaliation against any individual for making a complaint regarding this type of conduct or for participating in the investigation of such a complaint, is not tolerated.

If you have any questions about this non-discrimination policy, contact alumnae@wellesley.edu. You can also review the College’s website for more information.
WCAA Contact Information

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