Welcome, Class Leaders!

EXPANDING ALUMNAE CONNECTIONS

WELLESLEY BLUEPRINT

OCTOBER 18 - 20, 2019
Help us help you:

Know your duties and your deadlines

Model and promote our Volunteer Tenets

When in doubt, just reach out!

Assume good intentions of your peers and our staff
Volunteer Tenets

- Treat all alumnae and staff with respect and civility in person, in email, in print, and social media.
- 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.
- Resolve any conflicts in a transparent and open manner.
- Recognize that your actions will reflect on and speak for not only you, but for other alumnae and the College.
October Top 5 on the 5th

It feels like fall, and the acorns adorning the lawn of the quad are only part of the reason. Here in the WCAA, we are busy preparing for our autumn events, the Alumnae Achievement Awards (more on that below) and BLUEprint 2019: Expanding Alumnae Connections. We are excited to welcome invited delegates to campus in a couple of weeks and will have resources for everyone available online soon. Enjoy October and this news:
A Year in the Life of a Class Volunteer

• Fall
  ○ Executive Board Conference Call
    ■ Plan communication strategy for the year
    ■ Think about mini-reunions you’ll hold this year
  ○ Secretary collects class notes for fall magazine deadline
    ■ Published mid-November
  ○ Send all-class email
    ■ Introduce any new board members
    ■ Letter from President
    ■ Call to visit website/social media
    ■ Reminder to update records with College
  ○ Update class website - we can help!
A Year in the Life of a Class Volunteer

- **Winter**
  - **November taxes**
    - WCAA will file your IRS 990N e-filing
    - In order to do this we need your financial report
  - **Secretary to submit class notes for winter deadline**
    - Published mid-February
  - **Holiday/winter greeting to entire class**
    - Be inclusive
    - Opportunity for reflection
    - What’s to come in the new year for your class?
A Year in the Life of a Class Volunteer

- **Spring**
  - Mini-reunion planning (managed by VP)
  - Class Dues/Class Lifetime Membership solicitation
  - Secretary to submit class notes for spring deadline
    - Published mid-May
  - Advertise spring/summer mini reunions
  - Final CLM solicitation of the fiscal year
    - They will be due in the summer!
A Year in the Life of a Class Volunteer

● **Summer**
  ○ Advertise summer/fall mini reunions
  ○ Secretary to collect class notes for summer deadline
    ■ Published mid-July
  ○ Annual Meeting
    ■ Gathering, Call, or at Reunion
  ○ **Fiscal Year ends on June 30th**
  ○ Send CLM names and $$ to WCAA
    ■ We must receive them by June 30th
  ○ Treasurer completes Financial Report
  ○ President completes Annual Report
  ○ New Fiscal Year begins July 1st
#1: Annual Report

- **Online submission - President**
  - Sent out via Top 5 on the 5th
  - Please use format provided!

- **Sample questions**
  - How often do you send out class newsletters?
  - Does your class have an electronic discussion group?
  - What kinds of mini reunions did you host this year?
  - Did you experience any mid-year board changes?

- **No Report = No Class Lists**
#2: Financial Report

- **Online submission - Treasurer**
  - Sent out via Top 5 on the 5th
  - Please use format provided!

- **Sample questions**
  - Does your class solicit annual dues?
  - How much did you spend on Mini Reunions?
  - Did your class change banks in the past year?
  - Did the class receive any gifts or contributions?
  - Total Expenditures / Assets

- **No Report = No Class Lists**
#3: Mini Reporting

- We want to hear about every event, big and small!
- Report your Mini Reunions to your WCAA key contact via our Event Sign In Sheet
  - VP to ensure reports are sent
- We want to make you a star!
  - Candid action images!
  - High Resolution
  - Landscape (horizontal)
- Why does reporting matter?
Event Sign-In Sheet

- Helps us to identify volunteers outside your formal board
- Contributes to metrics that help boost Wellesley’s alumnae engagement scores
- Will help us to build a future library of ideas
- Helps us to keep alumnae contact info up to date

Tip: Assign one event attendee to make sure everyone signs the sheet! It’s a perfect micro-volunteering opportunity for those who say “let me know if I can help.”

<table>
<thead>
<tr>
<th>Name</th>
<th>Class</th>
<th>Did you Volunteer for this event?</th>
<th>Would you like to update any contact details?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
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<td>2.</td>
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<td>3.</td>
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<td>4.</td>
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</tbody>
</table>
What is a Mini Reunion?

- 3 or more alums, a time and place to meet, an open invitation, and class spirit!
- Special dates (ex: ‘92 cross-country meetups on 9/2)
- Visit a museum/show/historic location (bonus points if a classmate works there!)
- Tag onto club events
- Destination Minis (Road Scholar)
- Just lunch or coffee!
Your Class Website on AlumniMagnet

- Fundraisers
- Dues / Membership Collection
- Mini-Reunions (past and upcoming)

- Officer Bios & Contact Info
- Letter from the President
- Photo Albums
Become A Member

Please select the type you wish to purchase and click the "Continue" button below.

- **Annual Dues**
  
  **Description:** This is a yearly fee to the Class of 2008 to support our upcoming Reunion. Our class pays for food, alcohol, souvenirs, and other components of our weekend at Reunion. We need to build up our funds so that we can have a great Reunion in 2018.
  
  **Rates:**
  
  Membership price: $20.08

- **Lifetime Dues**
  
  **Description:** This is a one-time fee to the Class of 2008. Our class pays for food, alcohol, souvenirs, and other components of our weekend at Reunion. The larger donation helps build up our Class funds.
  
  **Rates:**
  
  Membership price: $200.08

- **Donation**
  
  **Description:** If you have already paid your dues (Annual or Lifetime) and would like to make a donation to the Class of 2008 to support Reunion, we appreciate your generosity!
Support Your Class

Upcoming Events
→ View All Events

News
Wellesley Completes Record-Setting Fundraising Campaign, Raises More than $500 Million.

Wellesley College has raised more than $500 million, surpassing its ambitious campaign goal—a full year early—in the largest fundraising effort to be undertaken by a women’s college.

Forgot your password?
We have a brand new, automatic password reset feature!

Photo Albums
Our Alma Mater

[ more albums ]

Class Directory
Search for...
Search...

You must be logged in to search. To access the full alumnae directory, click here.
Upcoming Events

Mini-Reunion: Afternoon Tea in Houston, TX hosted by Nancy Beren and Faith Vilas.

3:00PM - 5:00PM Sun 27 Oct 2019
Timezone: Central

Join '73 classmates for Afternoon Tea hosted by Nancy Beren and Faith Vilas.

View All Events

News

Save the Date: for our 50th Reunion, June 2023!

Record Book for 45th Reunion
Browse our online copy!

Mini-Reunions
Click here to read about '73 Mini-Reunions we've hosted, and those coming soon!

Stay connected to '73
Join our Facebook page / Update your contact information

Photo Albums

Mini-Reunions

45th Reunion (2018)
Website Administrator Access

Look for the blue dot!
AlumniMagnet Resources

- Comprehensive training manual and videos
  - When in doubt, use our request form

Getting Started Managing Your Site
- Logging In
- Article Editor Overview
- Creating a New Article
- Making Changes to an Existing Article
- Linking a Document
- Making a Web Page Private

Creating an Event
- Setting Up a Paid Event Ticket
- Setting Up an RSVP List for a Free Event
- Accessing an Attendee List for an Event
- Creating a Waitlist for an Event
- Downloading an Event Order Report

Files and Images
- Adding an Image or File to Your Site

Creating a Photo Album

ENewsletters (Emails)
- Creating an eNewsletter
- Saving and Sending a Test eNewsletter
- Scheduling Your eNewsletter
- Editing, Rescheduling, or Canceling Your eNewsletter
- Viewing Email Statistics
List and Label Requests

What we can provide

● First Name
● College Last Name
● Current Last Name (if different)
● Mailing Address
● Phone Number (in most cases)

What we cannot provide

● Email

• Please submit all list and label requests using the form.
• Please plan for and expect a 5-7 business day process
• This form can be found on our Online Resources page
• For an individual alum’s contact info, visit our Online Directory
No Emails??

- Privacy Policies
  - Wellesley’s own
  - Domestic anti-spam regulations
  - EU’s new General Data Protection Regulation (GDPR)
- Recipients must have the ability to unsubscribe from Wellesley
  - Please, no Paperless Post or other 3rd party platforms
  - Generic mass emails
- Metrics
  - In-house communications contribute
  - Contacts will be as up to date as possible
- Still need to reach a certain person?
  - Use our alumnae directory to look them up
  - One-on-one, non-soliciting emails are okay
Greetings Classmates!

Attached is the April 2018 installment of 91NewsConnections; our class newsletter. This edition features articles from recipients of the Jonathan Daniels Scholarship Fund; the fund that our class established, prior to graduation, to honor the life of Dean Pamela Daniels’ son. We hope you enjoy it.

As always, we welcome any ideas you have for future installments.

Let’s all do our best to stay connected!

91NewsConnections

Every woman can—and should—make a meaningful contribution to her world. There is a growing recognition that women’s empowerment and leadership are crucial to their own advancement, and to worldwide societal change. Wellesley and its alumnae have supported and championed women’s intellectual and social development and autonomy for over 100 years.

Stay Connected with 1991  
Class President  
Pamela DeAngelis
Visit Our Website

July 2017

Dear Class of 1978:

I hope that everyone is having a great summer!

Our 40th reunion is quickly approaching and it will soon be time to install a new set of class officers. We are accepting nominations for the positions of president, vice president, secretary, treasurer, and Wellesley Fund representative. Descriptions of each of these positions are online: www.alum.wellesley.edu/article.html?aid=340. Also note that, in an effort to encourage wider participating in volunteering as well as easing the time commitment on any one individual, we are also happy to accept nominations for “co”officers, specifically for the president, vice president, and Wellesley Fund representative positions. Please review the descriptions of
Email Request Form

- Use this form to have us send an email for you
  - No personal messages, please
- Fill out all relevant fields for faster turnaround!
  - 5-7 business days
  - Test emails available
- You can send these too!
  - Online training manual
  - Q’s? → Key Contact
Mailings

- Costly, so use sparingly if at all!
  - Postcards
  - More pages/more color = pricier!
  - Only to those without email

- Print inquiries should be directed to your WCAA Key Contact

- Allow time for proofs
  - May take several weeks
  - Other vendors are acceptable
Social Media Guidelines for
Classes, Clubs, and SIGs

01 BE RESPECTFUL
Comments should not defame, attack, or disparage. Profanity, obscene content, and personal attacks will not be tolerated.

02 BE AUTHENTIC
Do not post using an alias. Do not copy and paste comments or content from other individuals or institutions without their permission.

03 BE CONFIDENTIAL
If you wish to share your personal contact information with a fellow alumna, do so privately via a direct message.

04 ENCOURAGE CONVERSATION
Keep dialogue interactive and on topic. Comments that could be viewed as spam will be deleted.

05 REALIZE YOUR POSTS ARE PUBLIC; NOTHING IS TRULY PRIVATE
Anything you share in social media, even within closed networks, immediately becomes public and lives on in perpetuity.

Contact: alumnae@wellesley.edu
WCAA: @wellesleyalums

wellesleyalums We are ready to hand out hats to #wellesley2022 at today's bbq!!

Wellesley Alumnae @wellesleyalums · Aug 14
Share your club’s summer send-off pics!! Email them to alumnae@wellesley.edu or tag us 📸❤️
Banking

● **Bank Account**
  ○ 2 signatories: Ideally class president and treasurer
  ○ Bank letters available to indicate non-profit status
  ○ Managed by class
  ○ After 60th Reunion, funds may be managed by WCAA
  ○ Reminder: WCAA files your class taxes

● **Stripe Accounts**
  ○ Allow funds to be directly deposited to your class bank account
  ○ No wait to access your funds
  ○ Easier record-keeping and reporting
  ○ Not sure if you have a Stripe account? Email your key contact!
Dues and Membership

- Classes set their own prices for both

- Dues
  - Paid membership (not required, encouraged)
  - Go to class treasury for programming (Reunion!)
  - Do not count towards participation
  - Tax-deductible

- Class Lifetime Memberships
  - One-time purchase ($$$)
  - Used to purchase shares of endowment (need several CLMs to purchase a share; price fluctuates with the market)
  - Class receives the dividends
  - Compound interest!

- Treasurers will collect, track, & report on dues/CLMs
More on Money

- There are many ways to give as an alumna, and it’s important to be able to explain the distinctions to your classmates

- Gifts to Wellesley
  - Individual gifts to the College
  - Class gift to the College

- Gifts to Class
  - Individual gifts to the class treasury
  - Dues
  - Lifetime Memberships
  - Spirit Fund to help Reunion attendees
Volunteer Tab - Class Toolkits

- President
- Vice President
- Secretary
- Treasurer
- Reunion Chair
- Website Chair
- Nominating Chair
- Record Book Chair
- Wellesley Fund Volunteer Resources
Volunteer Tab - Online Resources

Online Resources for Volunteers

- WCAA Policies and Guidelines
- WCAA List and Email Policies
- Social Media Guidelines
- Technological help form for email, eblasts, lists, and labels. If you are requesting lists/labels that contain contact information, please review the WCAA Policy on Appropriate Use of Alumnae Information.
- WCAA Staff Contact by Class
- WCAA Staff Contact by Region
- WCAA Staff Contact for Shared Identity Groups

- Technological Help Form for Emails/Lists/Labels
- Key Contacts list
- Online Directory
- Event Sign-In Template
- Social Media Guidelines
- Website tutorials
- Print templates
- Policies and Guidelines

wellesley.edu/alumnae/volunteer/online-resources
# WCAA Key Contacts

(Your primary contact, but not your only one!)

<table>
<thead>
<tr>
<th>CLASS YEARS</th>
<th>WCAA CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940s</td>
<td>Janet Monahan McKeeney ’88</td>
</tr>
<tr>
<td>1950s</td>
<td>Janet Monahan McKeeney ’88</td>
</tr>
<tr>
<td>1960s</td>
<td>Kelly Gallagher ’14</td>
</tr>
<tr>
<td>1970s</td>
<td>Darcy Kupferschmidt ’12</td>
</tr>
<tr>
<td>1980s</td>
<td>Emily Rankin Welch ’99</td>
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<td>1990s</td>
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<tr>
<td>2000s</td>
<td>Emily Rankin Welch ’99</td>
</tr>
<tr>
<td>2010s</td>
<td>Darcy Kupferschmidt ’12</td>
</tr>
<tr>
<td>CE/DS</td>
<td>Tulika Verma</td>
</tr>
</tbody>
</table>

Janet

Kelly

Darcy

Emily

Tulika