Welcome, Class Leaders!

PREPARING TODAY’S ALUMNAE AMBASSADORS

WELLESLEY BLUEPRINT

OCTOBER 12-14, 2018
THANK YOU!

Connecting classmates to Wellesley

Connecting classmates to each other

Sustaining class spirit

Supporting programming both on & off-campus

Giving your time and talents!
Please!

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
Volunteer Tenets

- 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.
Top 5 on the 5th

September 2018

It is back to school time on campus and we are energized by the new knowledge, friendships, and experiences that come with September. Convocation took place yesterday and it serves as the perfect inspiration to gear up for a great year in your club, class or SIG. With that in mind, here are this month's Top 5 on the 5th:

New Feature: HIGH FIVE!
A Year in the Life of a Class Volunteer

- **July**
  - New fiscal year begins July 1st
  - Advertise summer/fall mini reunions

- **August**
  - 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)
A Year in the Life of a Class Volunteer

● **September**
  ○ Post photos from mini reunion to website, Facebook Group, etc

● **October**
  ○ Send newsletter
    ■ Introduce any new board members
    ■ Letter from President
    ■ Call to visit website/social media
    ■ Reminder to update records with College
  ○ Update class website*
A Year in the Life of a Class Volunteer

- **November**
  - WCAA will file your IRS 990N (provided we have your financial report!)

- **December**
  - Secretary to submit class notes for winter deadline (published mid-February)
  - Holiday/winter greeting to entire class

- **January**
  - Mini-reunion planning (primarily by VP)
  - Plan Class Dues/CLM solicitation
A Year in the Life of a Class Volunteer

- **February**
  - Continued mini reunion planning
  - Collect Dues/CLMs
- **March**
  - Secretary to submit class notes for spring deadline (published mid-May)
  - Continue to collect Dues/CLMs
- **April**
  - Advertise spring/summer mini reunions
  - Final CLM solicitation of the fiscal year
A Year in the Life of a Class Volunteer

- **May**
  - Post photos from mini reunions to website and social media
  - Collect class notes for summer deadline (published mid-July)

- **June**
  - Send CLM names and $$ to WCAA
  - Annual Meeting (Call or Reunion)
  - Fiscal Year ends on 30th
  - Treasurer completes Financial Report
  - President completes Annual Report
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 = Class Lists
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?
  - Total Expenditures / Assets

- No Report = No Class Lists
Post-Mini Form

● Completed by VP or host after every Mini Reunion

● Sample questions
  ○ Date, time, and location
  ○ Number of alums attending
  ○ How did you advertise?
  ○ How was the mini funded?

● We want to make you a star!
  ○ Candid action images!
  ○ High Resolution
  ○ Landscape (horizontal)

● Does this really matter?
Event Sign-In Sheet

- Makes filling out a Post-Mini form easy!
- 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

<table>
<thead>
<tr>
<th>Club/SiG/Class:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Name:</td>
</tr>
<tr>
<td>Location:</td>
</tr>
<tr>
<td>Host:</td>
</tr>
<tr>
<td>Date:</td>
</tr>
<tr>
<td>Time:</td>
</tr>
</tbody>
</table>

<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>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What is a Mini Reunion?

- Ingredients for a mini
  - 3 or more alums
  - A time and place to meet
  - An open invitation
  - 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 is A+)
- Just lunch or coffee!
Your Class Website on AlumniMagnet

- Fundraisers / Swag sales
- Ticketing
- Dues and Membership Collection
- Mini-Reunions (past and upcoming)
- Class Cheers

Upcoming Events
Our Road Scholar Mini-Reunion May 6-12, 2019 "A Tale of Two Cities: Santa Fe and Taos" is filling up

News
Where's the 50th Reunion Book?
Here it is! Your spectacular 50th Reunion Book! Can't wait to see you in person! Emy, Helen, Dana and Alice

Photo Albums
Sunshine Smiles from Thesaurus Day!

- Links to Class Newsletters
- Officer Bios
- Letter from the President
- Spotlight on classmates
- 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 2016!
  
  **Rate:**
  
  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.
  
  **Rate:**
  
  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

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

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

What we can provide
- First Name
- College Last Name
- Current Last Name (if different)
- Mailing Address

What we cannot provide
- Email
- Phone (in some cases)

- Please submit all list and label requests using the form.
- Please plan for and expect a 5-7 day process
- We do not encourage directories, as they become outdated very quickly, while online directory is current
● Note there are four lists included, one on each tab
  ○ OK to contact
  ○ Do Not Contact
  ○ LOST
  ○ Deceased
● Excel format / Google Sheets compatible
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
  - 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.

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 participation 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!
- Event/ticketing setup
  - In 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
- Mailing Guidelines
- Print inquiries: Ashley Starr*
  - Allow time for proofs
  - May take several weeks depending on College’s printing orders
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 for 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
- 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 and 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
  - Individual gifts to the College
  - Individual gifts to the class treasury
  - Dues and Lifetime Memberships
  - Class gifts to the College
  - Spirit Fund
  - Generation to Generation Fund
  - June 30th is the end of the fiscal year!
EVEN MORE on Money

- Classes may not fundraise for other nonprofits or political candidates
- Currently, AM cannot support fiscal year memberships
- Strike a balance between Scrooge and Spendy Wendy!
- All class dues/gifts/CLMs need to be reported and received by June 15th at the absolute latest
  - CLMs have a short purchasing period
  - Dues/gifts must be processed by end of fiscal year
Class Toolkits

Table of Contents

Wellesley College Alumnae Association Mission ................................ 4
Volunteer Tenets ........................................................................... 4
Role Responsibilities ..................................................................... 5
Board Meetings
  Prior to Each Meeting .............................................................. 6
  The Meeting ............................................................................. 6
  Follow-Up ............................................................................... 7
Volunteers
  Recruiting Volunteers .............................................................. 8
  The first rule of finding volunteers is... ask! ......................... 8
  Motivating Volunteers ............................................................ 9
Events ....................................................................................... 10
Communications and Social Media
  Newsletters/Emails ................................................................ 11
  Website .................................................................................. 11
  Social Media ......................................................................... 12
  Access to Contact Information .............................................. 12
Online Resources ....................................................................... 13
WCAA Policies and Guidelines .................................................. 14
WCAA Contact Information ....................................................... 15
# Points of Contact

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

<table>
<thead>
<tr>
<th>Janet McKeeney</th>
<th>Darcy Kupferschmidt</th>
<th>Kelly Gallagher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960s-2010s</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Lesley Robertson & Tulika Verma

CE/DS