WELLESLEY BLUEPRINT

CLUB PROGRAMMING TOOLKIT

2018
Dear Club Programming 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. The activities you plan are crucial to 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 develop programming that engages members 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,

[Signatures]

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 programming chair serves as a club leader and a member of the club board.

- Together with the board, develops ideas for club programs throughout the year.
- Fully utilizes the club website to promote and plan events.
- Keeps the club board informed of attendance trends and makes recommendations about continuing or changing events.

Choosing events and activities

Plan programs that:

- 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, at various life stages (working/non-working, etc.)
- Start and conclude at specified times.
- Are held at various times of day at enticing and accessible locations.
- Include current Wellesley undergraduates and their parents, particularly during school breaks.
- Are collaborative with Shared Interest Groups (SIGs).
- Pilot new and different activities that may engage alumnae who have not been involved.

A club membership/programming survey is a useful strategy and tool to determine interests of the alumnae in the club. Survey results provide insight into which types of programs and events the club members want to have. Be open to new ideas and pilot programs!

Keeping track of number of active alumnae and volunteers will also help you find a level of activities that keeps the club engaged and involved. When selecting a planning or steering committee, keep in
mind that it should represent diversity in 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.

**Event Ideas:**
Faculty speaker events, holiday events, community service, making care packages for students, museum tours, summer send-offs, book clubs, brunch, backstage tours, cookie swap, tours of historic landmark, brewery/winery tours, tea, happy hours, spotlights on local alumnae events, and any other great ideas you and your board may have.

**Recommended Event Planning Timeline**

**3-4 months before the event:**

- Decide upon the event.
- Choose a date keeping in mind holidays, vagaries of weather, and school vacations.
- Choose a location that is easily accessible with sufficient parking or close to public transportation.
- Ensure that your event site is non-discriminatory, handicapped accessible, and can accommodate the event’s catering and meeting needs.
- Develop a projected budget of expenses and revenues. Expenses should include food, drink, space rental (if applicable), printing and mailing (if applicable), admission fees (if applicable), and any other event specific costs.
- Be cognizant that cost and location can be barriers to entry.
- Together with the board decide on registration fees to offset expenses. Consider offering alumnae the opportunity to become an event sponsor and provide sister spirit funds to help alumnae who otherwise could not afford to attend.

**2-3 months before the event:**

- Plan marketing and publicity strategy across multiple channels including: an email save the date, information in the club e-newsletter and on the club web page, broadcast emails, and posts on club social media.
- Ensure that the club website has current and accurate information about the event including date, time, location, and any information about registration fees, tickets, and deadlines.
• Begin to put in place the plans for food and drink, whether is is through volunteers or caterers.

6 weeks out:

• Ensure alumnae have received emailed invitations and the event registration is live, current, and accurate on the club website—including date, time, and location.

• Continue communications and publicity strategy.

4 weeks ahead of time:

• Organize a telephone tree to encourage unregistered alumnae to register and attend.

• Finalize your volunteers for the event.

• Re-confirm all details, as applicable, for the space and set-up, including any technological needs; food and drink; and speakers.

• If there will be a program, be sure to have several people proof the program before it is final

• Determine if there will be any swag or thank you gifts needed.

• Continue communications and publicity strategy.

1-2 weeks ahead:

• Confirm volunteers.

• Confirm the registration number to volunteers providing food or to the caterer.

• Finalize any necessary signage.

• Print a sign-in sheet, and create name tags or prepare peel and stick name tags supplies.

• Prepare swag and/or thank you gifts.

• Final communications and publicity push.

After the event:

• Send thank you notes to host and key volunteers

• Post photos on your website to show what a wonderful time it was and build excitement for the next event!

• Complete and send the post event form to your point of contact at WCAA.
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

Wellesley College Alumnae Association
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# WCAA Staff Contacts by Region

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<th>Region</th>
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<th>Email</th>
<th>Phone</th>
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<tbody>
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## All International Clubs
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