Marketing Your Club
Alumnae Leadership Council
Wellesley College
October 18, 2014

Helen Kriz Marshall ’77, Past-President, Chicago Wellesley Club,
Sed Ministrare Wellesley Volunteer Award Recipient
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Two Questions:

- What does Wellesley mean to you?
- What is different about a group of Wellesley women?
Content Strategy Approach

- Goals
- Content
- Strategy
- Brand
- Engagement
- Experiences
- Target segment

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Target Segment: Everyone you are trying to reach.

Goals and the meaning of Wellesley

The Wellesley College mission:

“To provide an excellent liberal arts education for women who will make a difference in the world.”

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The Wellesley College Alumnae Association mission:

“The Alumnae Association furthers the interests of Wellesley College and its alumnae by connecting alumnae to the College and to each other.”
Why have a Wellesley Club?

- To nurture alumnae friendships—Wellesley women enjoy one another’s company and can be a rich source of support for one another.
- To promote continuing education and intellectual stimulation through Wellesley's commitment to lifelong learning.
- To assist the Office of Admission by identifying qualified high school students and cultivating their interest in Wellesley.
- To participate in a dynamic network of women who bring a wealth of career experience and knowledge to alumnae facing decision points in their professional lives.
- To enhance Wellesley's image through community involvement. To demonstrate in a public way the value of a Wellesley education and to fulfill our motto of service to others.

Content and the can of stew

- If each of our programs were a can of stew, the first item on the list of ingredients, the one in the greatest quantity, has to be “Wellesley.”
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Example: The “Alumnae Salon” program model.

*A periodic gathering of bright minds for the purpose of intellectual exploration and social enjoyment.*
Research... of course we did research!

- 1. What does "Wellesley" mean to you?
- 2. What motivated you to get involved with the club?
- 3. What thoughts and feelings do you have when at an event?
- 4. What got you hooked?
- 5. What is different about a gathering of Wellesley women?

Brand: What does Wellesley mean to you?

- Community
- Friendship
- Sisterhood (younger alums)
- Learning-scholarship-intellectual excellence
- Beauty (the campus)
- Smart women, strong women, interesting women
- Empowerment.
**Brand:** What does Wellesley mean to you?

- Wellesley shaped me. I feel as close to it as I do to a family member.
- Wellesley means different things at different stages in life.
- Wellesley opened my mind in so many ways. I truly believe made me the woman I am now.

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Smart women!
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- Wanted to give back to Wellesley and my community in some meaningful way.
- I wanted to be around people whom I could engage in an intelligent conversation.
- Working from home full-time, didn’t want to go crazy and feel too isolated.
- It seemed like a natural thing to do and honestly, kind of a safety net. If there’s no other certainty in my life, there’s at least Wellesley.

Experiences: What thoughts and feelings do you have when at an event?

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“I guess since I’m still young and a very recent graduate, I look up to the older members and hope that I can be like them.”

What got you hooked?

- Circling back to those stimulating days (in college). (21 again)
- The only agenda seems to be to connect with other alums and have a good time! (transparent and genuine)
- Love the multi-generational mix. (diverse)
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“I sometimes feel that there are generation gaps between alumnae that should be improved.”

Brand (revisited): What is different about a gathering of Wellesley women?

- A Wellesley degree is a great leveler and those of varying backgrounds meet in honest love of the college.
- I have never felt in competition with the other women on the group. No one has anything to prove which is a refreshing change from women (and men) in the workplace.
- Not only are people interesting, they are interested (in you), which is a critical difference from some other groups.
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- We all think we're brilliant and generally listen to each other. 😊

Target Segment: Other Alumnae (duh!)
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- Assume that not everyone is like you.
- Get the data and study it.
  - Class = age
  - Zip code = geography
  - Occupation = expertise, interest

Seek out and embrace your diversity.
Target Segment: Other Alumnae (duh!)

What Wellesley believes in:

Valuing Diversity: There is no greater benefit to one’s intellectual and social development than the forthright engagement with and exploration of unfamiliar viewpoints and experiences.

Target Segment: Other Alumnae (duh!)

Ideally, the makeup of the board and attendance at events should mirror the makeup of the local alumna population.

- But no one’s volunteered!
- They don’t come!
Target Segment: Other Alumnae (duh!)

Diversity of personality:

- “I am not as comfortable at formal events so am relieved when they are over. Small talk with people I don’t know is difficult and draining.”

Story: Or, why we are so interesting.

- Our stories help drive engagement with each other and can generate content.
- Some happy to tell their stories, most need it drawn out of them.
- Start with your own board. Have everyone write her informal bio. Post or publish so the membership gets to know the board too.
The Event (Content) Scheme

- Plan it
- Promote it
- Hold it
- Record it
  - Photos
  - Written summary
  - Attendance data
- Report on it.
- Follow up with individual attendees.

Last word on “participation”

- In not-for-profit lingo, it means $$$
- Your Wellesley club is not reaching for your wallet.
- How refreshing!
Last word on “participation”
Another shameless promotion ploy…

HILLARY RODHAM CLINTON

December 8, 2013

Ms. Helen Kon Marshall
900 Isabella Street
Chicago, IL 60618

Dear Helen,

Thank you and the Chicago Wellesley Club for treating me to your annual “brown” holiday tea and cookie exchange.

I regret I was unable to attend but most warmly grateful to you for thinking of me. Please extend my warmest regards to all my fellow Wellesley women in the Chicago area and know that you have my best wishes for a wonderful holiday season.

With appreciation,

Sincerely yours,

[Signature]

Hillary Rodham Clinton