BOOK AWARD
CHAIR
TOOLKIT
Dear Book Award Chair,

Thank you for the time, enthusiasm, hard work, patience, ideas, and sense of humor you contribute to this role in support of Wellesley. Your work to expand engagement with all alumnae is critical to our collective mission to support institutional priorities by connecting alumnae to the College and each other.

We are here to work with you to find potential solutions to any challenges you may face and to help you celebrate engagement of every kind.

This BLUEprint Toolkit is meant to serve as a launch pad and a reference point. You will find your role description and helpful tips, as well as links to resources that we will keep updated throughout the year. The toolkit gathers your resources into one starting point, but if you ever have a question, please always feel free to reach out to your key contact in the Alumnae Association. We are happy to help.

On the 5th of each month, we will send you our “Top 5 on the 5th” e-blast. This monthly update contains important pieces of information for all volunteers, messages we encourage you to share with your constituents, and a “High Five” feature of an alumnae group doing something great. You should be proud of the work you do and we want to share your successes with other volunteers! Please send us your stories and tips to help inspire our collective work.

Thank you for all that you do for Wellesley. We look forward to working with you to connect alumnae to the College and each other.

Best regards,

Kathryn Harvey Mackintosh ’03
Executive Director
Wellesley College Alumnae Association
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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 on 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.
The Book Award Program

The Purpose

The Book Award Program honors young women in their junior year of high school for their achievements and gives them the opportunity to become better acquainted with Wellesley. Recognizing the young women who have made a difference in their community upholds the College’s institutional priority to encourage women’s leadership. Of the many college and university book awards, there are few dedicated to recognizing the accomplishments of female students. Additionally, the Book Award Program is valuable for admission as it places Wellesley’s name in guidance offices and auditoriums of schools across the country and around the world, as well as in the homes of young women who might not have previously considered Wellesley as an option for their college education. Clubs and individual alumnae can introduce Wellesley to their community by sponsoring a Book Award at a local high school. The program offers a way for alumnae worldwide to engage with the College, even in communities where Wellesley does not have an active club.

The Recipient

Young women are selected by their schools for their exemplary academic and extracurricular achievements. Recipients should be active members of their schools and communities. Most importantly, they should be the academic leaders in their secondary schools. Please note, each recipient should be in their junior year of high school or the equivalent to the year prior to applying to college/university level education.

The Award

The award is determined on an annual basis. Please watch for the announcement in the Top 5 on the 5th e-blast.

To order books, please use the online order form (available January through May) or contact the award coordinator at bookawards@alum.wellesley.edu. The Alumnae Association offers the Wellesley Book Award Program to clubs and individual alumnae annually.
Role Responsibilities

The Book Award chair is the primary contact for the WCAA, their club, and area high schools for the Wellesley Book Award Program.

Primary responsibilities:

- Make sure your contact information is updated with the College and that you are receiving the WCAA volunteer newsletter Top 5 on the 5th (sent on the 5th of each month). Important Book Award deadlines and updates will be included in Top 5 on the 5th.

- Together with club board, explore and determine sources of funding for Book Awards. For example: Add the award as an item on the club website; allocate a portion of dues to Book Awards; or allow club members to individually donate to or sponsor an award.

- Coordinate with club treasurer and alumnae sponsors to determine how many Book Awards will be sponsored each year. This should be based on the number of books awarded the prior year and how many the club can commit to funding during the current year.

- Together with the website chair, ensure that the sponsorship opportunity is on the website.

- Promote the program through the club website, e-blasts, newsletters, social media, and club events.

- Contact sponsored high schools from the prior year to confirm participation.

- Determine the final list of high schools where the club will sponsor a Book Award that year. If it is determined that a school will be dropped from the program, notify the school early in the process.

  - Please note: If you are looking to add high schools to your program, consider asking club members if they would like to sponsor their local high school, or reach out to the club AAR or the Office of Admission to see if they can recommend any high schools to contact for program expansion.
• Determine if the club can/will accommodate any Book Award requests that come in after the decided number of books have been allocated. Putting a process in place prior the program launch will simplify decisions later in the program.

• Keep an organized list of all the high schools at which the club will sponsor a Book Award, as well as any requests the club receives from additional schools, and if they were able to accommodate the high school that year.

• Place the complete order with WCAA by the deadline.
  ○ Credit card orders can be placed in the online store during the ordering timeframe. When placing your online order, include your club name and your position in the notes section. If you are unsure if your note was included, please send an email to bookawards@alum.wellesley.edu to confirm your order.

  ○ **Please note:** We cannot ship directly to high schools or student recipients. Orders can be sent to more than one mailing address. If the club spans a large geographic area, we can ship to additional club volunteer(s). Unique shipping arrangements should be confirmed with the WCAA.

  ○ Check orders can be placed by mail. Please email bookawards@alum.wellesley.edu to notify the WCAA of your check order. Include your name, club name, shipping address, and the number of books in your order.

    ■ Checks should be made payable to: Wellesley College Alumnae Association

    ■ Make sure the check is sent to the attention of the Book Award office contact, Kelly Gallagher.

• Be in consistent communication with each of the sponsored high schools to gather information including the recipient name and contact information (if they will provide this), the award ceremony date and any requests for alumnae presenters.

  ○ **Please note:** If the award ceremony will take place before the book arrives, you can present a Book Award certificate and send the book at a later date. Please contact the WCAA for a copy of the certificate.

• Materials to include with the award will be sent by the WCAA to the Book Award chair. The books will be sent by the publisher. Please give us your preferred shipping address for the materials and books when placing your order. The materials include:

  ○ bookmarks (1 per book)

  ○ student recipient postcards (1 per book)

  ○ book plate (1 per book)
● Once the books have arrived, organize the delivery of all the awards to the presenting alumnae or high schools with the correct materials and book plate information.
  ○ Complete the book plate with the student name, high school, club name, and/or alum sponsor name (if the Book Award for that high school is being specifically sponsored by a club member).

● Collect the award recipient information and send it to the WCAA or submit it via the Office of Admission form.

● Before leaving your position as Book Award chair, please share the list of sponsored high schools with your club board and to the WCAA.
# Book Award Timeline

**October - January**
- Promote the Book Award Program to club members for sponsorship/donations
- Coordinate fundraising activities with club board
- Contact participating high schools from the prior year to confirm their interest in this year’s program

**January - February**
- Determine the list of high schools where the club will sponsor an award this year
- Notify the high schools at which the club will not sponsor a book award this year
- Book Award ordering opens online in Mid-January (date will be confirmed in Top 5 on the 5th)

**Late February**
- 1st Book Award deadline (ordering will continue on a monthly basis through the Spring)

**Spring**
- Finalize the club Book Award order and collect payment
- Coordinate the award recipient information with sponsored high schools, including the award ceremony date, the recipient name, and her contact information
- Coordinate the delivery and presentation of the Book Awards with participating club members and additional award volunteers

**Spring/Summer**
- Submit a complete list of sponsored high schools and Book Award recipients to the Office of Admission
Resources and Contact Information

Book Award Resources

- The Book Award Program [Website]
- Book Award [Recipient Form]
- Book Award [Sample Letters]
- Book Award [Sample Presentation Remarks]

Have any Book Award questions? Please email bookawards@alum.wellesley.edu

Additional Online Resources

Visit our [Online Resources] page for:

- [Technological Help Form]: Request website help, member lists, labels for mailings, and help crafting emails on behalf of your class/club/SIG.
- [Event Sign-In Template]: A printable sign-in sheet for events.
- [WCAA Email Information]: An explanation of our email policy.
- [Online Directory]: An alumnae directory that is searchable by class, location, career, employer, and much more.
- [Alumni Magnet (website) manual] and video tutorials.
- Much, much more!

WCAA Contact Information

Wellesley College Alumnae Association
106 Central Street
Wellesley, MA 02481-8203
781.283.2331
fax: 781.283.3638
www.wellesley.edu/alumnae
**WCAA Policies and Guidelines**

**WCAA List and Email Policies**

The Wellesley College Alumnae Association (WCAA) may provide class, club, and shared identity group (SIG) leaders with access to lists of their members upon request. These lists contain information useful to volunteer leaders for planning events, managing communications, and calculating metrics. The information shared in these lists is sensitive data and is provided at the discretion of the WCAA.

The WCAA is unable to include alumnae email data in these lists for many varied reasons, including but not limited to the following:

- The Wellesley College Alumnae Association is a 501(c)3 Nonprofit organization and therefore subject to privacy restrictions including the EU’s General Data Protection Regulation and domestic anti-spam laws. All email communications on behalf of the WCAA and its umbrella organizations are legally mandated to provide an option for recipients to unsubscribe or opt-out of receiving future emails. Private mass emails do not allow direct unsubscript from Wellesley mail and therefore are not permitted. Platforms such as Paperless Post are not tied to the Wellesley database and any unsubscribe requests will not be captured for future communications.

- All broadcast emails to classmates, club members or SIG members should be sent through the WCAA’s official website newsletter function, which is connected to the College’s alumnae database.
  - The College’s records database tracks updates, email accounts that send back mail as undeliverable, and unsubscribe requests. Changes are continuously being made.
  - This ensures that communications are sent to the most current email addresses.
  - For help sending emails, please submit a request [here](#).
  - Personal, one-on-one emails may be sent between alumnae.

- The WCAA offers online directories for all classes, clubs, and SIGs, as well as an all-alumnae general directory, which can be filtered by name, class, state, city, country, current or past employer, job title, or occupation. To access the general directory, please visit [https://www.alum.wellesley.edu/people.html](https://www.alum.wellesley.edu/people.html). To view your class, club, or SIG directory, please visit their respective websites.
  - Please note: while the online directories provide email addresses for many alumnae, compiling these addresses into a private list, or using them to send mass emails is strictly prohibited.
○ Solicitation emails are not permitted under any circumstances, regardless of the number of recipients.

- The College and the WCAA aim to meet industry standards of our institutional peers, and we are committed to safeguarding alumnae information. You may view our full privacy policy here.

While broadcast emails are a useful means of communicating with classmates and club/SIG members, they are just one means of contact. Many groups have had great success by varying their communications between email, print mailings, the HIVE, social media, Facebook groups, and in-person events. If you need help reaching a particular individual or group, please reach out to your WCAA staff contact for assistance.

It is the responsibility of each alum to provide the College with any changes in contact information to ensure they are listed correctly. Alumnae can report these changes to recordupdates@wellesley.edu or call our toll-free record updates number at 1.800.339.5233. If you receive news about alumnae contact updates, please let us know.

Charitable Donations
Each Wellesley class/club 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 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 and the WCAA so that both the class/club and the WCAA may maintain their legal standing as non-profits.

While community service can be a large part of a class/club’s engagement, direct financial support of another charity is not permitted. All money collected by the class/club must be utilized to further the mission of the class/club, the WCAA, and Wellesley. In other words, funds raised and held in the class/club's bank account are to be used to connect alumnae to each other, the class/club, the WCAA, and the College or may be donated to the class/club’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’s mission, and therefore must not occur.

If you have any questions about a class/club'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 club/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 Staff Contacts by Region

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