

# WELLESLEY BLUE PRINT

# CLUB TREASURER TOOLKIT



Dear Club Treasurer,

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.

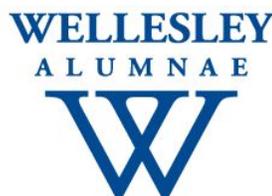
On the 5th of each month, we will send you our “Top 5 on the 5th” e-blast. This monthly update contains important pieces of information for all volunteers, messages we encourage you to share with your constituents, and a “High Five” feature of an alumnae group doing something great. You should be proud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

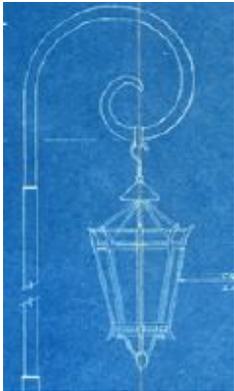
Thank you for all that you do for Wellesley. We look forward to working with you to connect alumnae to the College and each other.

Best regards,



Kathryn Harvey Mackintosh '03  
Executive Director  
Wellesley College Alumnae Association





# Table of Contents

<b>Wellesley College Alumnae Association Mission</b>	<b>4</b>
<b>Volunteer Tenets</b>	<b>4</b>
<b>Role Responsibilities</b>	<b>5</b>
1. Maintain Club Bank Account	5
2. Install and Work with Stripe	5
3. Set and Adhere to a Club Budget	5
4. Facilitate Use of Treasury Funds for Club Gifts	6
5. Keep Employer ID Number on File	7
6. Fulfill Record and Reporting Responsibilities	7
<b>Resources and Contact Information</b>	<b>8</b>
Online Resources	8
Conference Calls and Virtual Meetings	8
WCAA Contact Information	8
<b>WCAA Policies and Guidelines</b>	<b>9</b>
Charitable Donations	10
Non-Discrimination Policy	10
<b>WCAA Staff Contacts by Region</b>	<b>12</b>

# 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, club, 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](http://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 treasurer records and tracks the club's income and expenses and helps the club develop a fiscally responsible plan for the year. It is the treasurer's responsibility to keep the board fully informed of the state of the club treasury, and to communicate this to the entire club on an annual basis.



## 1. Maintain Club Bank Account

The club treasurer and club president should be co-signers on the club bank account. Information about the bank account and club signatories must be kept on file in the WCAA. If you need any documentation to open or document a bank account, such as a letter from the WCAA verifying the non-profit status of the club, its status as a subsidiary 501(c)(3), and the club EIN and supporting documentation, please reach out to [your staff contact in the WCAA](#).

## 2. Install and Work with Stripe

Stripe is an interface which allows payments and purchases made on your website to go directly to your club bank account. If your club does not use Stripe, anytime a purchase is made or dues are paid on your website, those funds go to the WCAA bank account. WCAA will keep track of the club money, but as treasurer will need to request a check and then wait for the check to be issued and mailed to you. It is far simpler and faster to use Stripe. [Setting up your Stripe account](#).



## 3. Set and Adhere to a Club Budget

Together with the rest of the club board, the treasurer is responsible for establishing an annual club budget. While planning, be aware that typically a club should maintain a minimum of funds sufficient to cover transportation expenses for alumnae training such as BLUEprint, other anticipated expenses such as hard copy mailings, and any event costs. It is very important that the treasurer keep accurate records of all treasury matters during their term as well as the **records for the previous seven years**.

### Club Dues

The funds collected from dues paying members are used directly to support club events and to keep costs low. They can also be used to defray the cost of events across the board or as spirit funds. Club members pay this fee annually. Club dues are tax deductible.

### Expense Sources

- **BLUEprint Alumnae Volunteer Training:** The club treasury pays for invited club officers' transportation expenses to and from BLUEprint, while the Alumnae Association provides room and meals.
- **Club Communications:** While we strongly encourage using electronic communication whenever possible, occasional print communications may be helpful to reach out to members without emails. Any printing and postage costs are borne by the club and can be substantial.
- **Spirit Funds:** This is a way to help lessen the financial barriers to entry for club events. Spirit funds serve as financial aid for alumnae who otherwise would not be able to participate. The club can create sponsor tickets which cover more than the cost for one alum to attend an event, designate a portion of club dues toward spirit funds, or accept direct donations to the spirit funds. If you decide to create spirit funds, we suggest that the board decide ahead of an event the dollar amount of aid available per alum and the total amount of aid the club will put aside for this use. If all the funds are not used, they could either remain as spirit funds or revert to the club treasury. The aid request process should be simple and entirely **confidential**. Based on the honor code, it should also be non-evaluative. Typically, an alum who would like to request funds would email a designated club officer (often, but not always the club president) and the treasurer.

## 4. Facilitate Use of Treasury Funds for Club Gifts

The club may elect to donate a gift to the College, or to their scholarship fund if the club has one, at the end of the fiscal year. If your club does not have an existing scholarship, a club gift can be directed to financial aid, a specific program, or the area of greatest need for the College.

If any portion of the club gift to the College is drawn from membership dues, each dues paying member of the club receives participation credit for that fiscal year. Increased participation positively affects the alumnae engagement score which benefits the College and the WCAA. A club can choose to state on dues forms and the online dues payment page, that a portion of the funds collected by dues will be donated to the College. The club may decide what portion of the dues are donated as a gift to the College and can also decide if they wish to augment that amount with a further contribution from their treasury. If a club makes a gift to the College and that gift is made up, in total or in part, of funds the club collected through membership dues, please indicate that on the club gift form at the end of the fiscal year.

## 5. Keep Employer ID Number on File

Each club has an IRS issued EIN, identifying the club as a tax-exempt nonprofit subordinate of the Wellesley College Alumnae Association under the 501(c)(3) tax code.

## 6. Fulfill Record and Reporting Responsibilities

- **Annual Financial Report:** At the close of each fiscal year on June 30, the treasurer is required to submit a financial report to the WCAA. You will receive a link to the financial report for the current fiscal year in the Top 5 on the 5th in May. The form must be completed and received no later than July 15.
- **IRS Form 990-N:** If the WCAA receives the annual financial report by the July 15 deadline, the WCAA staff will file the federal 990-N form with the IRS in the fall.

# Resources and Contact Information

## 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!

## Conference Calls and Virtual Meetings

- Schedule a conference or video call via Zoom Meeting. Zoom is an easy, reliable cloud platform for video and audio conferencing, collaboration, and chat, across mobile devices, desktops, and telephones. Reach out to your key contact for login credentials to use the Alumnae Association's account for your group.

## 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](http://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 unsubscription 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>. 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](mailto: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](mailto: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](mailto:alumnae@wellesley.edu). You can also review the College's website for more information.

# WCAA Staff Contacts by Region



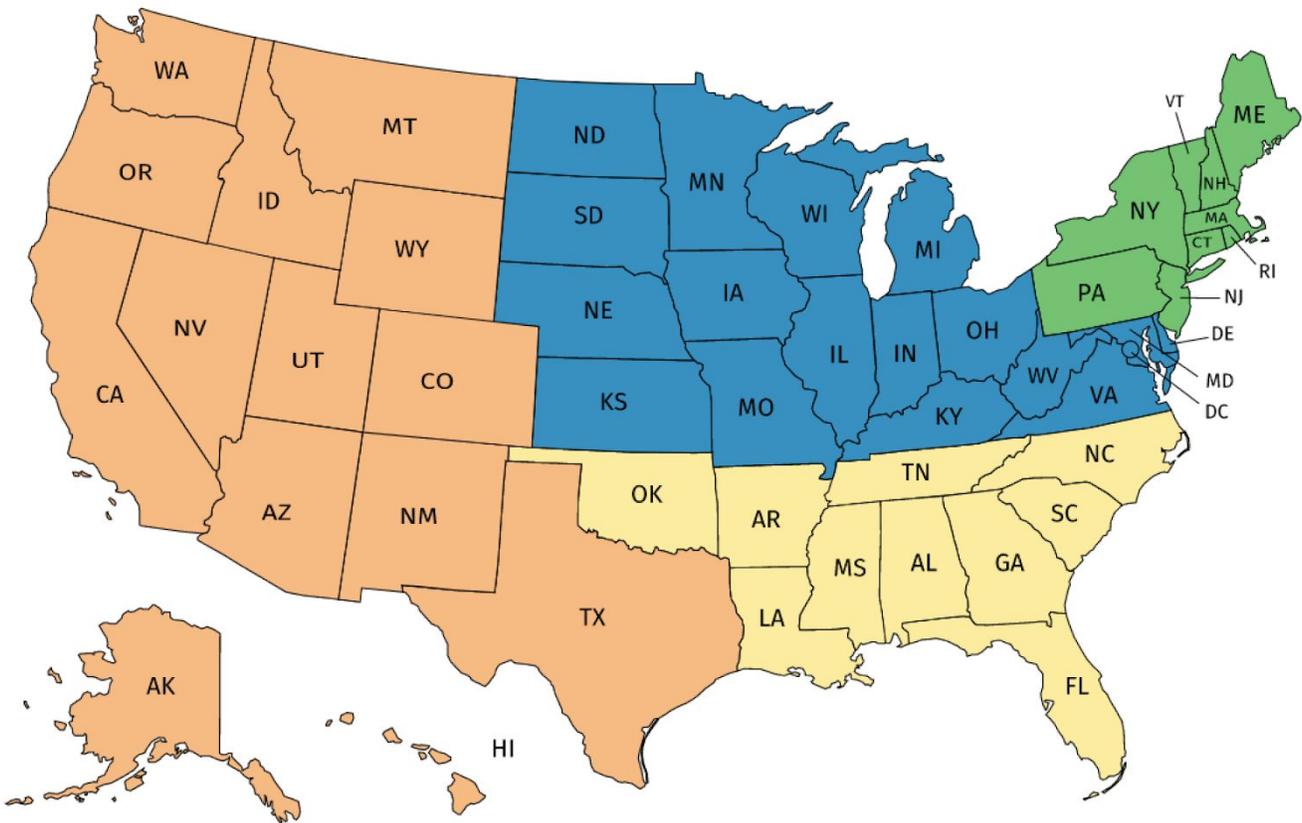
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