

# Welcome, Class Leaders!

EXPANDING ALUMNAE CONNECTIONS

# WELLESLEY

# BLUE PRINT

OCTOBER 18 - 20, 2019

WELLESLEY  
ALUMNAE



*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 of your peers and our staff**

# Volunteer Tenets

- Treat all alumnae and staff with respect and civility in person, in email, in print, and social media.
- 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.
- Resolve any conflicts in a transparent and open manner.
- Recognize that your actions will reflect on and speak for not only you, but for other alumnae and the College.

# TOP 5 ON THE FIFTH

News for WCAA Volunteer Leaders



## October Top 5 on the 5th

It feels like fall, and the acorns adorning the lawn of the quad are only part of the reason. Here in the WCAA, we are busy preparing for our autumn events, the Alumnae Achievement Awards (more on that below) and BLUEprint 2019: Expanding Alumnae Connections. We are excited to welcome invited delegates to campus in a couple of weeks and will have resources for everyone available online soon. Enjoy October and this news:

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# A Year in the Life of a Class Volunteer

- Fall
  - 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
  - Send all-class email
    - Introduce any new board members
    - Letter from President
    - Call to visit website/social media
    - Reminder to update records with College
  - Update class website - we can help!



# A Year in the Life of a Class Volunteer

- Winter
  - November taxes
    - WCAA will file your IRS 990N e-filing
    - In order to do this we need your financial report
  - Secretary to submit class notes for winter deadline
    - Published mid-February
  - Holiday/winter greeting to entire class
    - Be inclusive
    - Opportunity for reflection
    - What's to come in the new year for your class?



# A Year in the Life of a Class Volunteer

- Spring
  - Mini-reunion planning (managed by VP)
  - Class Dues/Class Lifetime Membership solicitation
  - Secretary to submit class notes for spring deadline
    - Published mid-May
  - Advertise spring/summer mini reunions
  - Final CLM solicitation of the fiscal year
    - They will be due in the summer!



# A Year in the Life of a Class Volunteer

- Summer

- Advertise summer/fall mini reunions
- Secretary to collect class notes for summer deadline
  - Published mid-July
- Annual Meeting
  - Gathering, Call, or at Reunion
- **Fiscal Year ends on June 30th**
- Send CLM names and \$\$ to WCAA
  - We must receive them by June 30th
- Treasurer completes Financial Report
- President completes Annual Report
- New Fiscal Year begins July 1st





# #1: 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 = No Class Lists



# #2: 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?
  - Did your class change banks in the past year?
  - Did the class receive any gifts or contributions?
  - Total Expenditures / Assets
- No Report = No Class Lists



# #3: Mini Reporting

- We want to hear about every event, big and small!
- Report your Mini Reunions to your WCAA key contact via our Event Sign In Sheet
  - VP to ensure reports are sent
- We want to make you a star!
  - Candid action images!
  - High Resolution
  - Landscape (horizontal)
- Why does reporting matter?



# Event Sign-In Sheet

- 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



Club/SIG/Class: \_\_\_\_\_

Event Name: \_\_\_\_\_ Location: \_\_\_\_\_

Host: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Name	Class	Did you Volunteer for this event?	Would you like to update any contact details?
1.			
2.			
3.			
4.			

**Tip:** Assign one event attendee to make sure everyone signs the sheet! It's a perfect micro-volunteering opportunity for those who say "let me know if I can help."

# What *is* a Mini Reunion?

- 3 or more alums, a time and place to meet, an open invitation, and 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)
- Just lunch or coffee!



# Your Class Website on AlumniMagnet



- **Fundraisers**
- **Dues / Membership Collection**
- **Mini-Reunions (past and upcoming)**

## Upcoming Events

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



**FEATURED**

4:00PM Mon 6 May 2019 - 10:00AM Sun 12 May 2019  
Don't get left out of the camaraderie and conversations of this private charter event!

## News

**Where's the 50th Reunion Book?**



Here it is! Your spectacular 50th Reunion Book! Can't wait to see you in person! Erry, Helen, Dana and Alice

**Wellesley Completes Record-**

## Photo Albums

**Sunshine Smiles from Thesaurus Day!**



- **Officer Bios & Contact Info**
- **Letter from the President**
- **Photo Albums**



## Upcoming Events

**Chicago club features Melinda Ponder's book talk**



2:00PM - 4:00PM Sat 13 Oct 2018  
Libbet Dunlop Richter has organized a meeting of the Chicago Wellesley Club at which Melinda will talk about her biography of Katharine Lee Bates

## News

**Our Class Quilt**



Photos and history of the quilt that celebrates our class

## Photo Albums

**Manhattan Mini-Reunion with Margret Carde's Paintings**



# Wellesley Class of 1998 Store



W Sun Visors, \$10.00

ADD TO CART



Class of 2008  
WELLESLEY COLLEGE

# Wellesley Class of 2008



- [Login](#)
- [Home](#)
- [About](#)
- [News](#)
- [Reunion](#)
- [Mini-Reunions](#)
- [Directory](#)
- [Support 2008](#)

## 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 2018!

**Rates:**

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. This larger donation helps build up our Class' funds.

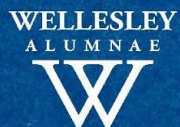
**Rates:**

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!



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# 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.

## Photo Albums

### Our Alma Mater



[\[ more albums \]](#)

### Forgot your password?



We have a brand new, automatic password reset feature!

## Class Directory

Search for...

Search...

You must be logged in to search.  
To access the full alumnae directory, [click here](#).



## Upcoming Events

Mini-Reunion: Afternoon Tea in Houston, TX hosted by Nancy Beren and Faith Vilas.



**FEATURED**

3:00PM - 5:00PM Sun 27 Oct 2019 (

Timezone: Central )

Join '73 classmates for Afternoon Tea hosted by Nancy Beren and Faith Vilas.

[tell a friend](#) [read more](#) [Add to Calendar](#)

→ [View All Events](#)

## News

Save the Date: for our 50th Reunion, June 2023!



## Record Book for 45th Reunion



[Browse our online copy!](#)

## Mini-Reunions



[Click here to read about '73 Mini-Reunions we've hosted, and those coming soon!](#)

## Stay connected to '73



[Join our Facebook page / Update your contact information](#)

## Photo Albums

### Mini-Reunions



### 45th Reunion (2018)



# Website Administrator Access



My W Community

Wellesley Class of 2012



Welcome, Darcy! ▾

Home

About ▾

News ▾

Reunion ▾

Mini-Reunions ▾

Directory

Support 2012

College Connect ▾

Manage Articles

Manage Files & Images

Manage Newsletter

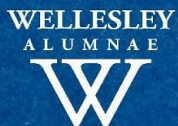
Manage Events

Manage Store

Manage Memberships



## Look for the blue dot!



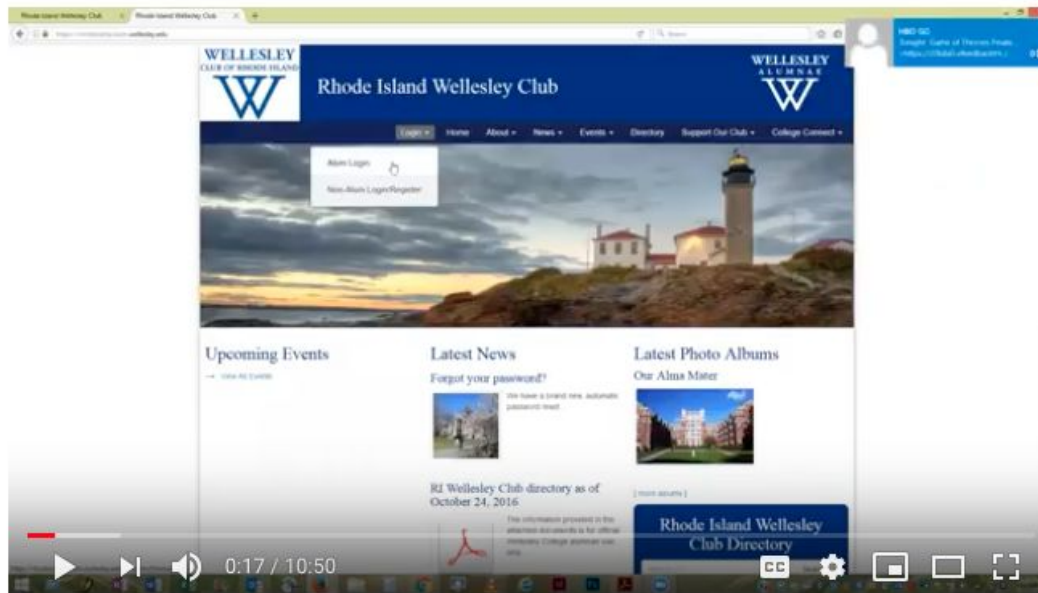
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# AlumniMagnet Resources

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

YouTube

Search



Creating an Event on Alumni Magnet

Getting Started Managing Your Site	5
Logging In	5
Article Editor Overview	6
Creating a New Article	8
Making Changes to an Existing Article	9
Linking a Document	10
Making a Web Page Private	11
Creating an Event	12
Setting Up a Paid Event Ticket	12
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Adding an Image or File to Your Site	17
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# List and Label Requests

## What we can provide

- First Name
- College Last Name
- Current Last Name (if different)
- Mailing Address
- Phone Number (in most cases)

## What we cannot provide

- Email

- Please submit all list and label requests using the form.
- Please plan for and expect a 5-7 business day process
- This form can be found on our Online Resources page
- For an individual alum's contact info, visit our Online Directory

### Email, list, label and Alumni Magnet requests

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Not [dkupfers@wellesley.edu](mailto:dkupfers@wellesley.edu)? [Switch account](#)

\* Required

#### How can we help?

My request is for: \*

- Email Request
- List or Labels Request
- Technical Help Request

# 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 from Wellesley
  - Please, no 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



# Broadcast Emails / “Newsletters”



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.*

Stay Connected  
with 1991

Class President  
Patricia DeAngelis

Visit Our  
Website



July 2017

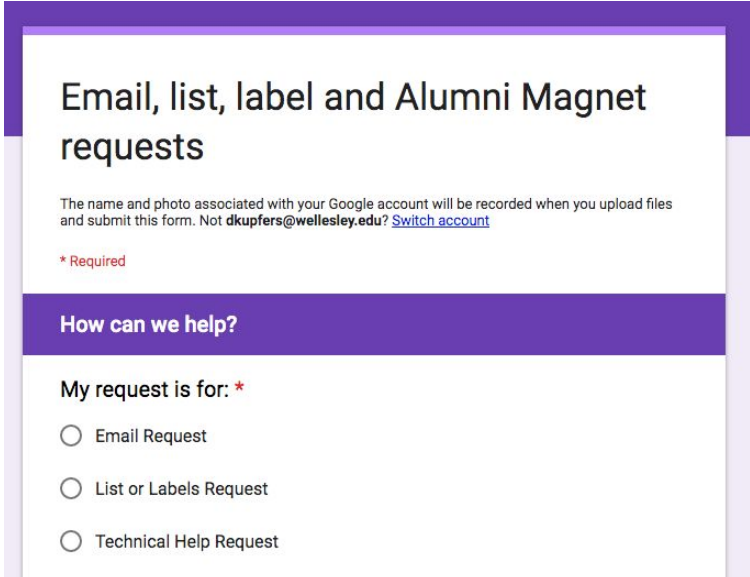
Dear Class of 1978:

I hope that everyone is having a great summer!

Our 40<sup>th</sup> 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](http://www.alum.wellesley.edu/article.html?aid=340). Also note that, in an effort to encourage wider participating 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!
  - Online training manual
  - Q's? → Key Contact



The screenshot shows a web form titled "Email, list, label and Alumni Magnet requests". Below the title is a disclaimer: "The name and photo associated with your Google account will be recorded when you upload files and submit this form. Not dkupfers@wellesley.edu? [Switch account](#)". A red asterisk indicates a required field. Below this is a purple header bar with the text "How can we help?". Underneath, there is a section "My request is for: \*" with three radio button options: "Email Request", "List or Labels Request", and "Technical Help Request".

# Mailings

- Costly, so use sparingly if at all!
  - Postcards
  - More pages/more color = pricier!
  - Only to those without email
- Print inquiries should be directed to your WCAA Key Contact
- Allow time for proofs
  - May take several weeks
  - Other vendors are acceptable





# Social Media

## 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](mailto:alumnae@wellesley.edu)



# WCAA: @wellesleyalums



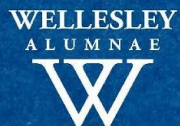
wellesleyalums • Follow

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](mailto:alumnae@wellesley.edu) or tag us 📷💙



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# Banking

- **Bank Account**

- 2 signatories: Ideally class president and treasurer
- Bank letters available to indicate 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 (Reunion!)
  - 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, track, & report on dues/CLMs



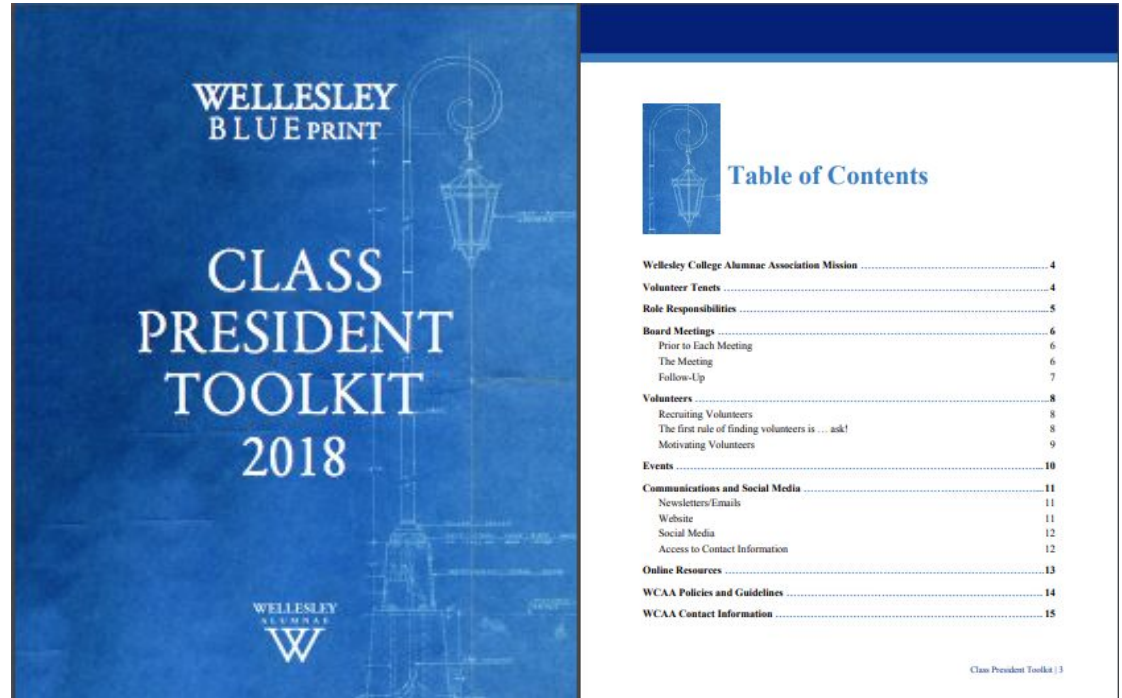
# More on Money

- There are many ways to give as an alumna, and it's important to be able to explain the distinctions to your classmates
- Gifts to Wellesley
  - Individual gifts to the College
  - Class gift to the College
- Gifts to Class
  - Individual gifts to the class treasury
  - Dues
  - Lifetime Memberships
  - Spirit Fund to help Reunion attendees



# Volunteer Tab - Class Toolkits

- **President**
- **Vice President**
- **Secretary**
- **Treasurer**
- **Reunion Chair**
- **Website Chair**
- **Nominating Chair**
- **Record Book Chair**
- **Wellesley Fund Volunteer Resources**



# Volunteer Tab - Online Resources

[Alumnae](#) / [Volunteer](#) / [Online Resources](#)

## Alumnae

[About the Association](#)  
[Alumnae Awards & Fellowships](#)  
[Alumnae in the News](#)  
[Classes, Clubs, & Groups](#)  
[Events & Reunion](#)  
[Giving to Wellesley](#)  
[Life-Long Learning](#)  
[Online Community](#)  
[Volunteer](#)  
[Volunteer Toolkits](#)  
**Online Resources**  
[Class Logos](#)  
[Club Logos](#)  
[Wellesley Login](#)

## Online Resources for Volunteers

- [WCAA Policies and Guidelines](#)
- [WCAA List and Email Policies](#)
- [Social Media Guidelines](#)
- [Technological help form](#) for email, eblasts, lists, and labels. If you are requesting lists/labels that contain contact information, please review the [WCAA Policy on Appropriate Use of Alumnae Information](#).
- [WCAA Staff Contact by Class](#)
- [WCAA Staff Contact by Region](#)
- [WCAA Staff Contact for Shared Identity Groups](#)

- [Technological Help Form for Emails/Lists/Labels](#)
- [Key Contacts list](#)
- [Online Directory](#)
- [Event Sign-In Template](#)
- [Social Media Guidelines](#)
- [Website tutorials](#)
- [Print templates](#)
- [Policies and Guidelines](#)

[wellesley.edu/alumnae/volunteer/online-resources](https://wellesley.edu/alumnae/volunteer/online-resources)

# WCAA Key Contacts

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

CLASS YEARS	WCAA CONTACT
1940s	Janet Monahan McKeeney '88
1950s	Janet Monahan McKeeney '88
1960s	Kelly Gallagher '14
1970s	Darcy Kupferschmidt '12
1980s	Emily Rankin Welch '99
1990s	Emily Rankin Welch '99
2000s	Emily Rankin Welch '99
2010s	Darcy Kupferschmidt '12
CE/DS	Tulika Verma

Janet



Kelly



Darcy



Emily



Tulika

