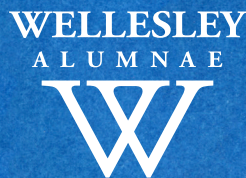


WELLESLEY BLUE PRINT

CLUB PROGRAMMING TOOLKIT



Dear Club Programming 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

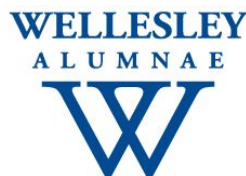




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Wellesley College Alumnae Association Mission



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.

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 Identity 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 the interests of the members of 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 the number of active members 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 members the opportunity to become an event sponsor and provide spirit funds to help alums 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 through volunteers or caterers.

6 weeks out:

- Ensure members 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 members 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 (and bring) sign-in sheet to the event, 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.
- Send WCAA attendance [sign-in sheet](#) and send to key contact.

- 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 key contact at WCAA](#).

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

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 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



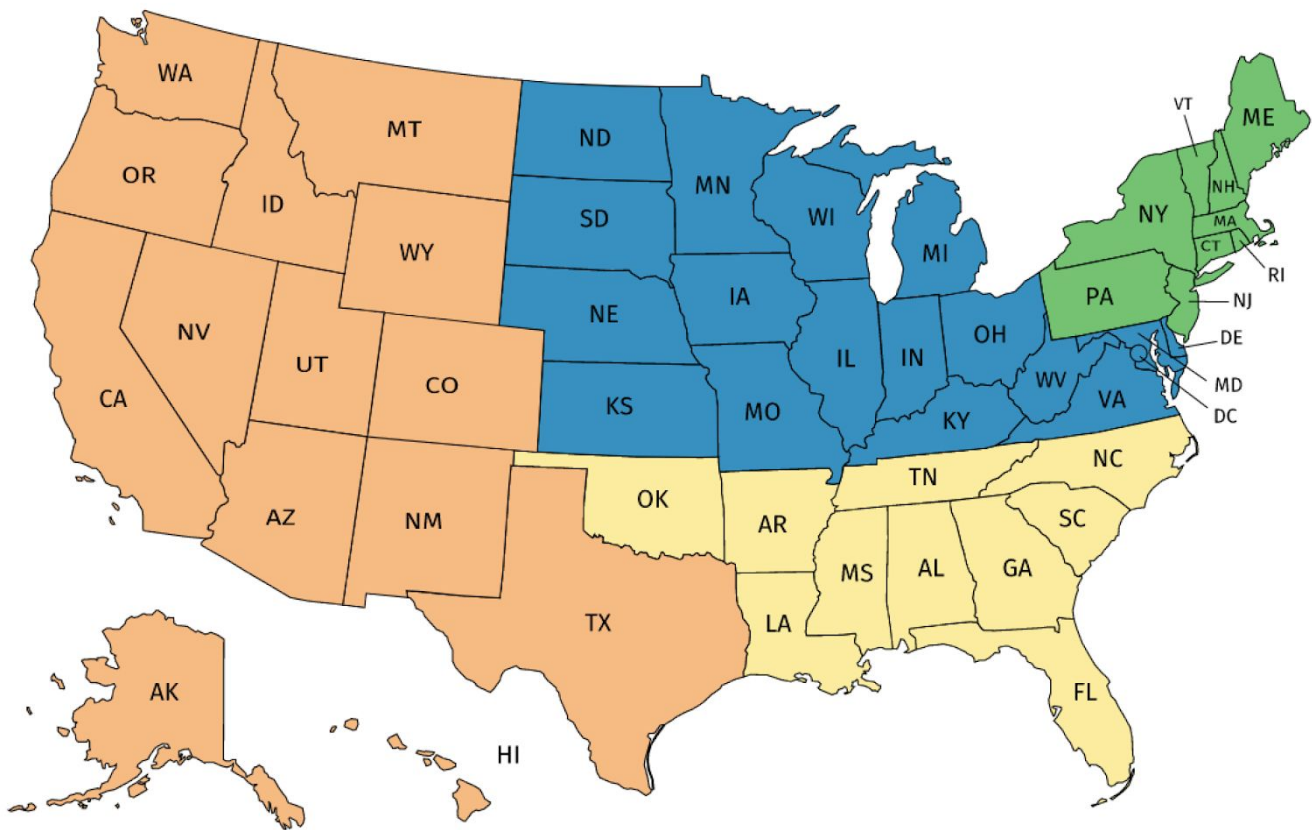
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