Welcome, Club Leaders!
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.
Volunteer Tenets

- 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.
Do We Know Your Officers?

Clubs are asked to submit an Annual Report during the summer. This information, including up-to-date club officers, is crucial in making sure you receive communications from the WCAA.
Welcome! That greeting rings true for all of our new volunteers, those who are returning, and to the Alumnae Association staff who are back to work full-time after periods of furlough this summer. We are glad to be working together to find new ways to strengthen connections to Wellesley and with alums everywhere. There is a lot we can learn from each other right now. Many of you have found new ways to hold events, maintain outreach, and explore different topics, which you can read more about below. We also encourage you to use Leadershare, a discussion forum on the Hive for volunteer leaders to share ideas and ask questions that peers in other groups can answer. As the academic year at Wellesley began this week, we too are ready for the opportunities that fall brings.
Popular Virtual Events

● Faculty Lecture Program
  ○ For 2020-21 the Faculty Lecture Program is virtual. More information on requesting a speaker can be found here: https://www.wellesley.edu/alumnae/lifelonglearning/speaker
● Alumnae Speakers
● Wellesley Racial Justice Initiative (WRJI) programming
● Book Club
● Cocktail Hours
● Wellness & Exercise classes
● Game night
Popular In-person Events

- Summer Send-off
  - Partnering with Lesley Robertson ’88 in the Parents Office, clubs gather with students about to return to campus
- Faculty Lecture Program
  - The WCAA helps coordinate a visit from current faculty, speaking to your club on an area of their expertise. This is often done as part of a club’s Annual Meeting.
- A Winter Holiday event
- Annual Tea
- Young Alum Happy Hour
- Book Club
- Community Service
- Museum Tours
Book Awards

**Fall:** Contact participating high schools from the prior year to confirm their interest in this year’s program. Evaluate adding new high schools to the program. Promote the Book Award Program to club members.

**Mid-January:** Book Award Ordering Opens

**Spring:** Rolling deadlines at the end of each month

**Spring/Summer:** Submit a complete list of sponsored high schools and book award recipients to the Office of Admission by July 15th.

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New Vendor as of 2019

- Ship to more than 1 address per club order
- Rolling order deadlines to accommodate clubs whose schools have early spring to early summer award ceremonies
Important Dates

• Mid-January: Book Award Orders open
• Spring/early summer: Annual Meeting and Board Elections
• June 30th: Fiscal Year ends (Club Gifts are due before the close of the fiscal year)
• July 1st: New Fiscal Year begins
• July 31st: Treasurer completes Financial Report; President completes Annual Report
• October: BLUEprint
• November: WCAA files federal taxes for your club
Annual Report

- **Online submission - President**
  - Sent out via Top 5 on the 5th
  - Please use format provided!

- **Sample questions**
  - Confirmed list of Club Officers
  - How do you communicate with your club members?
  - If you have made an effort this year to engage young alums, which initiatives have been most successful?
  - What were your club's 3 greatest successes? challenges?

- **No Report = No Faculty Speaker**
Financial Report

● Online submission - Treasurer
  ○ Sent out via Top 5 on the 5th
  ○ Please use format provided!

● Sample questions
  ○ The club’s total income and expenditures for the fiscal year
  ○ Number of dues paying members
  ○ Total checking and savings as of June 30th
  ○ Bank Account Information, including name and signatories

● No Report = No Faculty Speaker

As a reminder, the WCAA files all club and class federal taxes in the fall
Banking, Membership, and Gifts

- **Bank Account**
  - 2 signatories: Ideally club president and treasurer
  - Bank letters available for non-profit status
  - Reminder: WCAA files your club’s federal taxes

- **Dues = Paid Club Membership**
  - Goes to club treasury
  - Responsibility of club treasurer to track
  - Can be tiered
  - Have you set up BlueSnap on your new website? Reach out to your Key Contact for help.

- **Club Gifts and Scholarship Funds**
  - Can be from dues and/or individual donations
  - No additional Scholarship Funds can be created at this time

- **Reminder: June 30th is the end of the fiscal year!**
  - All club gifts need to be sent BEFORE this date to count for participation
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

WCAA: @wellesleyalums
The WCAA rolled out a new website platform in Spring 2020!

If you need admin access, reach out to your Key Contact. Training videos and a FAQ are available for admins here: https://alum.wellesley.edu/admin-training
From the President

Thank you for visiting the New York Wellesley’s web site!

The New York Wellesley Club (NYWC) exists to serve the Wellesley community in New York City. Our mission is to help NYC alums stay connected to each other, and to Wellesley College. Founded in 1890, we have proudly pursued this mission for 125 years.

Today, the NYWC serves over 2,700 alums in NYC’s five boroughs. Our alums reflect the energy, ambition, and diversity of this vibrant and dynamic city. The NYWC includes civic and business leaders, philanthropists and politicians, physicians and scientists, and authors and artists— all of whom share a deep appreciation for the pivotal role Wellesley has played in their lives.

Photo Albums

Boston

- WCAR Events 2019-2020
- Makerspace @ Microsoft
- Made with Love!
- WCAR’s Private Tour of the Boston Public Library
Website Resources

**Training tutorials** are available to walk you through:
- sending an e-blast
- posting a news update
- creating an event with registration/tickets
- membership

If you need help sending an email, you can still submit a request via our **Technology Help Form.**
Wellesley College Alumnae of Boston

WCAB seeks to help alums connect with one another and to the College.

Wellesley College Alumnae of Boston brings area alums together to make connections and rediscover Wellesley — through activities, events, and volunteer opportunities.

WCAB is proud to deliver active and inclusive monthly programming, open to every alum in the Greater Boston area. Our membership dues and member donations support this programming and sustain our Spirit Fund. Established in 2019, our Spirit Fund makes it possible for any alum with need to receive assistance to participate in ticketed events.

In addition to funding programming, WCAB club dues directly give back to the Wellesley community. WCAB annually awards two major scholarship grants to current students and annually contributes to the Wellesley Fund.

Include photos, links to events, and information about your latest club news.
List Requests

What we can provide:
- Name (First, College Last, Current Last)
- Class Year
- Phone Number
- Mailing Address

- Please submit requests using the Technology Help form.
- Please plan for and expect a 5-7 day process
WCAA Privacy Policy

- No Email lists
  - Domestic anti-spam regulations
  - EU’s General Data Protection Regulation (GDPR)
- Recipients must have the ability to unsubscribe
  - Please do not use Paperless Post or other platforms
  - Our templates include an email for someone to reply to
- 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
Volunteer Resources
Toolkits and Online Resources

Online Resources

• Technological Help Form
• Website tutorials
• Event Sign-In Template
• Social Media Guidelines
• Policies and Guidelines
• Leadershare
• Zoom instructions
• Staff Contacts list
• and more!

https://alum.wellesley.edu/volunteer
Role Based Toolkits

Club President
Club Vice President
Website Chair (Club)
Treasurer
Secretary
Book Award Chair
Membership Chair
Nominating Chair
Programming Chair
Young Alumnae Rep
Club SIG Rep

https://alum.wellesley.edu/volunteer/volunteer-toolkits
Shared Identity Groups (SIGS)

Shared Identity Groups give alumnae the opportunity to connect with each other and the College based on their common inherent and intrinsic identities. Clubs should consider partnering with SIGs for events that can benefit all members.

Wellesley Alumnae of African Descent (WAAD)
Wellesley Latina Alumnae Network (WLAN)
Wellesley Asian Alumnae Alliance (W3A)
Wellesley Alum Pride Alliance (WAPA)
Wellesley Jewish Alumnae (WJA)

Shared Identity Groups
Club Contacts:

Darcy Kupferschmidt ’12
Emily Rankin Welch ’99
Margaret Maurukas