

Welcome, Class Leaders!



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

The WCAA has carefully composed basic tenets for all Volunteers.

Please review the full list on our [“For Volunteers” page](#).

- 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.
- 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?

Classes are asked to submit an Annual Report during the summer. The information in this report, including a list of up-to-date club officers, is crucial in making sure all officers are receiving communications from the WCAA, such as...

Top 5 on the 5th



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.

All class officers receive this monthly newsletter full of important updates, deadlines, and tips for volunteers. If you're not receiving this monthly, let your [WCAA Key Contact](#) know.

An Overview of the Class Executive Board:

President: Oversees all board members, and leads the group in the pursuit of goals determined by the board. Submits Annual Report at end of fiscal year.

Vice President: Support to the President as needed. Primarily responsible for helping to plan Mini Reunions.

Treasurer: Manages the class treasury and seeks to grow it by collecting class dues, Class Lifetime Memberships, and/or sales items. Submits Financial Report at end of fiscal year.

Secretary: Collects and submits class notes 4x a year to Wellesley Magazine. May be called upon to assist with newsletters and other communications

Wellesley Fund Representative: A liaison between Wellesley's Office of Development, the class board, and classmates. Encourages class members to give to the College to support the College and increase the class's participation metrics.

For detailed descriptions of these roles, please consult our role-specific [Volunteer Toolkits](#).

*Other board positions may be created by the class, WCAA, and/or Development, including Website Chair, Planned Giving Chair, Communications Chair, Nominating Chair and Reunion Chair. These positions will be filled by classmates approved by the board.

We recommend that as a board, you make a plan for the year to determine your goals for events, communications, and finances.

While classes have the flexibility to plan their year on their own terms, here is a suggested timeline.

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 using [admin tools](#)



A Year in the Life of a Class Volunteer

- Winter
 - November taxes
 - **WCAA** will file your IRS 990N e-filing; **DO NOT FILE**
 - In order to do this we need your financial report
 - Secretary to submit class notes for winter deadline
 - Published mid-February
 - Seasonal 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
 - CLM funds and names will be due in the summer!
 - We must receive both before the end of FY20-21 or the funds will not be invested, so now is the last call for new lifetime members!



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: either virtual or at Reunion
- **Fiscal Year ends on June 30th**
- Send CLM names and funds to WCAA
 - We must receive *well before* June 30th
- Treasurer submits Financial Report
- President submits 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?
 - What kinds of mini reunions did you host this year?
 - Did you experience any mid-year board changes?
- Not an optional report- we must hear from you!



#2: Financial Report

- Online submission - Treasurer
 - Sent out via Top 5 on the 5th
 - Please use format provided!
- Sample questions
 - 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
- Not an optional report- we need this for audits!



What *is* a Mini Reunion?

- 3 or more alums, a time and place to meet, an open invitation, and class spirit!
- Currently, most alumnae events remain virtual. Because Minis are inherently small group events, they are easily adapted to Zoom and other online platforms!
- The WCAA has a dedicated volunteer Zoom account available for class, club, and SIG events- ask your Key Contact for instructions on how to book an event.
- While Vice Presidents are tasked with organizing Mini Reunions, they are not expected to host them all! Mini Reunions are a great way to involve classmates outside the board by giving them a chance to volunteer.

Virtual Mini Ideas

- Special dates (ex: '92 meetups, one for each timezone, on 9/2, or a regular meetup for 2014 on the 14th of the month)
- Classmate Speaker Series
- Dorm-based virtual reunions
- How-to's: Mixology Classes, Cooking Demonstrations, Paint Nights, Tarot Card Readings, or any specialty hobby that a classmate is willing to share
- Book or Film Discussions
- Classmate-led Wellness & Exercise Classes (Yoga, Meditation, Zumba, you name it!)
- Game nights
- Tea Time, Brunch, or Supper Club:
Make a meal around a theme and tune in to share a virtual table
- Themed Discussions: Career Transitions, Caring for Aging Parents, Community Engagement, Show and Tell: Wellesley Memories Edition, Coping with COVID, Unique Career Showcase, etc.
- [Wellesley Racial Justice Initiative \(WRJI\) programming](#)
- International Alum Meetings at an hour that works for those outside the US

Banking

- **Bank Account**

- 2 signatories, ideally class president and treasurer
- Managed by class
- After 60th Reunion, funds may be managed by WCAA
- Reminder: WCAA files your class taxes - *please do not file yourself!*

- **Bluesnap Accounts**

- Allows funds collected through your website 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 Bluesnap account? Email your key contact!

Dues and Membership

Dues

- Are an optional paid membership (not required, encouraged)
- Fund class treasury for programming
- Do not count towards class's Wellesley giving
- Are tax-deductible



Class Lifetime Memberships (CLMs)

- Are a one-time purchase (\$\$\$)
- Are used to purchase shares of endowment (it takes several CLMs to purchase a share)
- Produce annual dividends for your class
- Are the most effective way to grow your treasury due to compound interest!
- Treasurers collect, track, & report on dues/CLMs
- Class Boards set the prices for both
- Neither count towards class giving participation

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 group gift to the College
- Gifts to Class
 - Individual gifts to the class treasury
 - Dues
 - Class Lifetime Memberships (CLMs)



Your Class Website



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 our FAQ are available for admins here:
<https://alum.wellesley.edu/admin-training>

Website Administrator Access

To view your site as a classmate would,
visit from the front end

Example: <https://alum.wellesley.edu/class-of-1875>

To edit your site using your admin privileges,
log in from the back end at the link below with your
MyWellesley username and password:

<https://alum.wellesley.edu/admin>

Be sure to update your website with the following at minimum:

- A welcome message from the President
- A list of current class officers
- Dues and CLM form with current prices
- News about upcoming events
- Photo Albums



Your site can also be used for...

- Posting past newsletters
- Sending all-class emails
- General Fundraising / Merchandise sales
- List of Class Lifetime Members
- Classmate Spotlights
- Class Cheers
- Wellesley Memories
- In Memoriam
- Sound files, videos, and much more!

Broadcast Emails / “Newsletters”

Class of 1977 Virtually Verdant



Mixology Encore with Helen Kriz Marshall

Back by popular demand, Helen invites us to return to her Trade Winds Lounge, where she will share with us another transportive tropical cocktail recipe -- *Missionary's Downfall*, walking us through the steps. You can mix along with her or watch and try it later. For the nonalcoholic mocktail version see the note below the list of ingredients needed.

Friday, August 28th 7:00 - 8:30 PM EDT

[Register](#)



You will need a blender and these ingredients:
½ oz fresh lime juice

Class of 1990 News



**1990 IS IN THE RUNNING TO BE #1
LAST DAY TO SIGN UP IS TODAY!**

Walktober!!!

The Department of Physical Education, Recreation and Athletics, in partnership with Friends of Wellesley Athletics, is excited to announce a Wellesley College Community Walktober wellness program! During this time of virtual social engagement, our goal is to connect Wellesley College students, faculty, staff and alumnae worldwide through walking. Registration is OPEN!!!

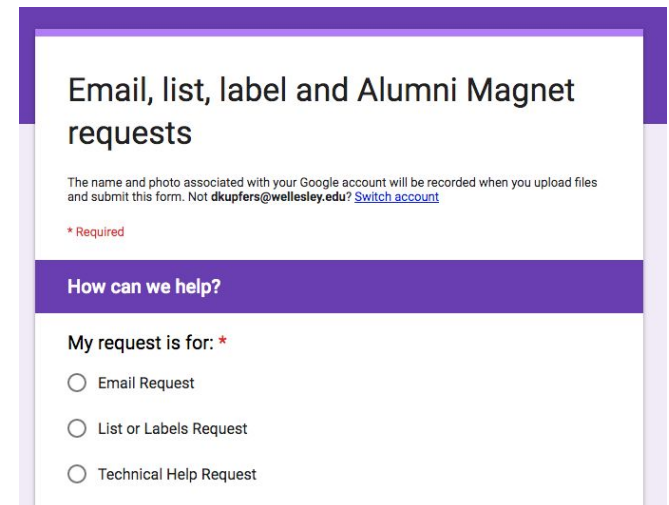
Walktober will run from Monday, September 21st - Sunday, November 1st, so mark your calendars now! We hope you are as excited as we are to get moving!

<https://wellesleycollege.walktober.com/#/welcome>

Email Request Form

While it is always our preference for volunteers to create and send their own emails through the site, you can use [this form](#) to have us send an email for you if you need help.

- Fill out all relevant fields for faster turnaround!
 - Please submit early and allow several days for production
 - Test emails available for proofing
- Learn to send emails
 - Review “Sending Emails” [here](#)
 - Site allows you to send yourself a test
 - Aim for at least one board member who is fluent in sending emails through your class’s site

A screenshot of a web form titled "Email, list, label and Alumni Magnet requests". The form has a purple header and a white body. Below the title, there is a small 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](#)". Below this, there is a red asterisk and the word "Required". The form then has a purple section titled "How can we help?". Below this, there is a label "My request is for: *" followed by three radio button options: "Email Request", "List or Labels Request", and "Technical Help Request".

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? [Switch account](#)

* Required

How can we help?

My request is for: *

☐ Email Request

☐ List or Labels Request

☐ Technical Help Request

List and Label Requests (Same Form!)

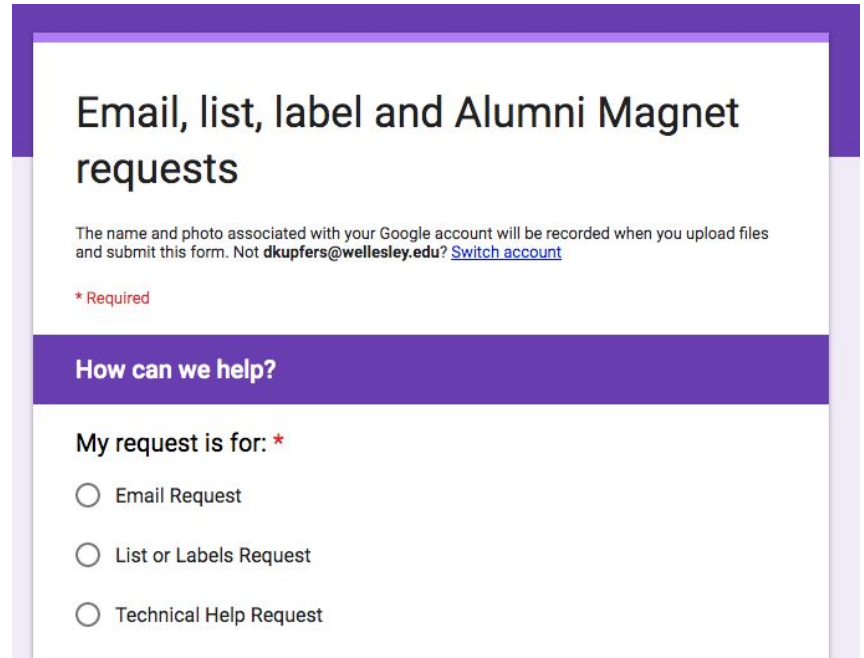
What we can provide

- 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



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. The form has a purple header and a section titled "How can we help?". Under this section, it asks "My request is for: *" and provides three radio button options: "Email Request", "List or Labels Request", and "Technical Help Request".

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? [Switch account](#)

* Required

How can we help?

My request is for: *

☐ Email Request

☐ List or Labels Request

☐ Technical Help Request

Why can't we have a list of classmate emails?

- We cannot provide individual emails due to many privacy policies
 - Wellesley's own, which are in keeping with industry standards
 - Domestic anti-spam regulations
 - EU's new General Data Protection Regulation (GDPR)
- All-class emails must be sent via your class website's email system
 - Recipients must have the ability to unsubscribe from Wellesley emails, and your site's email system provides this required option
 - Please, no Paperless Post or other 3rd party platforms
 - Mass emails from personal email accounts are not permitted
- Still need to reach a certain person?
 - Use our alumnae directory to look them up
 - One-on-one, non-soliciting emails are okay

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.

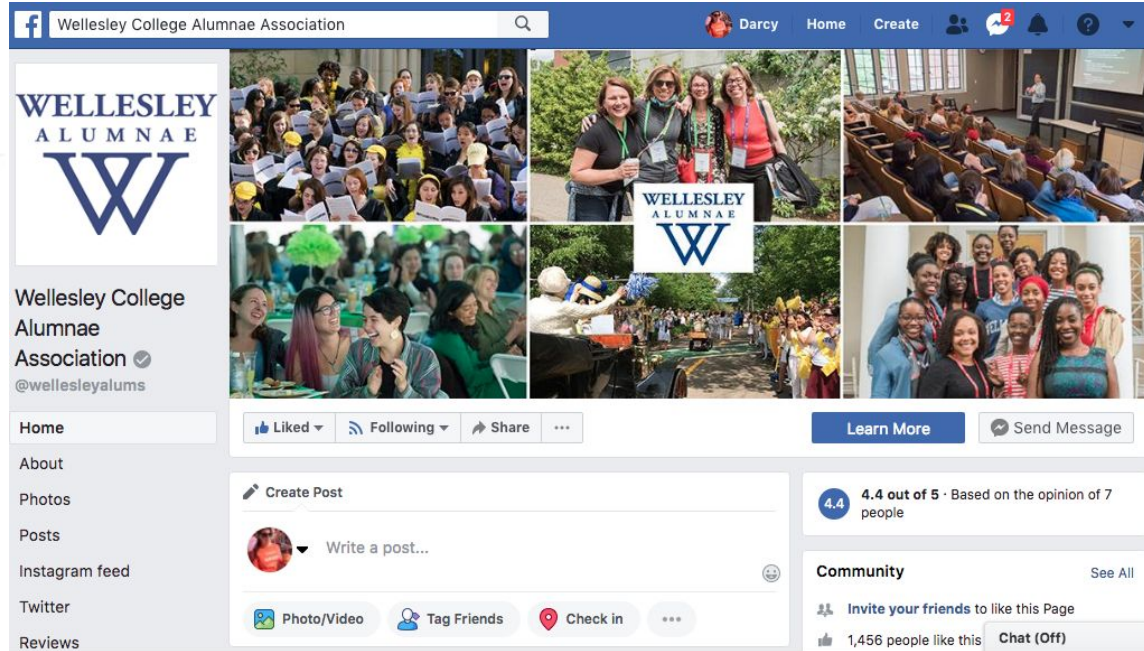


Follow the WCAA's social media: @wellesleyalums for great content year-round!



wellesleyalums • Follow

wellesleyalums We are ready to hand out hats to #wellesley2022 at today's bbq!!
☐💜

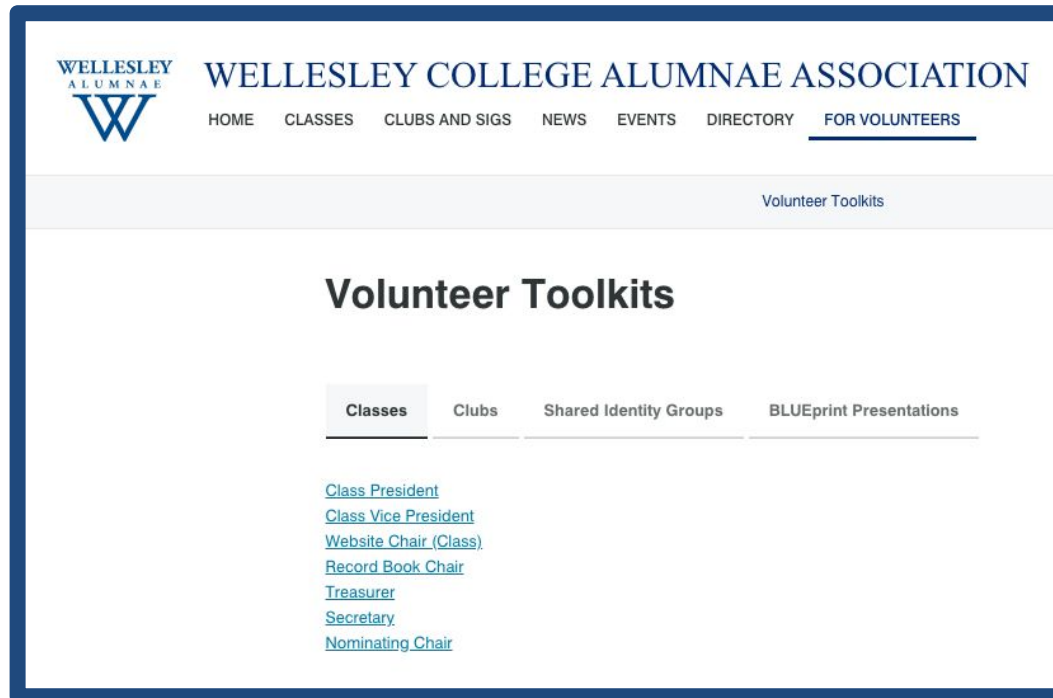


Wellesley Alumnae @wellesleyalums · Aug 14

Share your club's summer send-off pics!! Email them to alumnae@wellesley.edu or tag us 📷💜

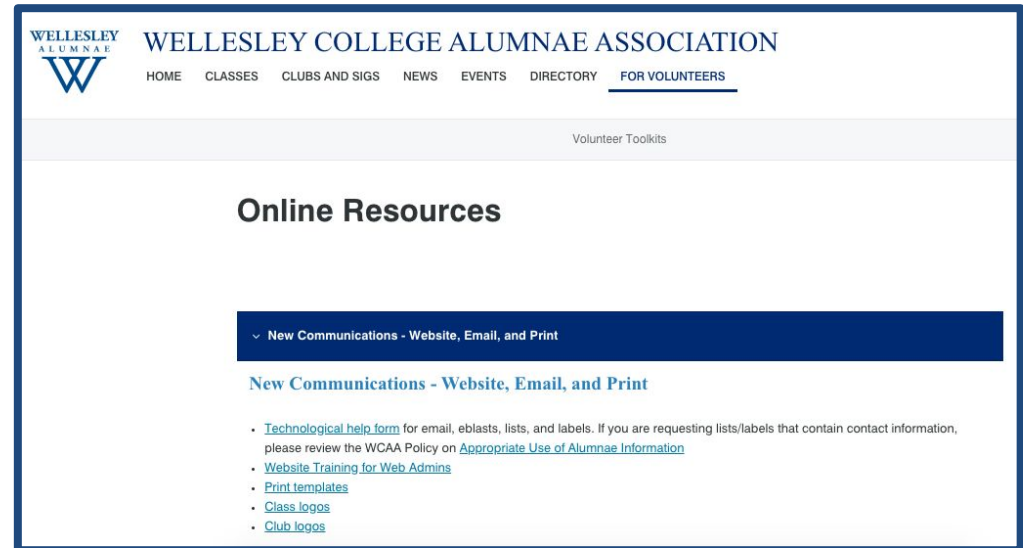
Locating Additional Resources

[Role-Based Volunteer Toolkits](#) and [Online Resources](#) can be found on the [WCAA's main site](#), under [“For Volunteers,”](#) along with additional content that all volunteers are expected to review.



Online Resources

- Technological Help Form for Emails/Lists/Labels
- Website Training for Web Admins
- Print Templates
- Class Logos
- Sample Class Constitution
- List of current class, club, and SIG presidents
- Instructions on how to join and use Leadershare



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	Janet Monahan McKeeney '88
1970s	Darcy Kupferschmidt '12
1980s	Emily Rankin Welch '99
1990s	Emily Rankin Welch '99
2000s	Emily Rankin Welch '99
2010s	Darcy Kupferschmidt '12
2020s	Darcy Kupferschmidt '12
CE/DS	Janet Monahan McKeeney '88



Janet McKeeney '88
Senior Director
jmckeeney@wellesley.edu



Darcy Kupferschmidt '12
Associate Director of
Alumnae Engagement
ewelch@wellesley.edu



Emily Rankin Welch '99
Assistant Director of
Alumnae Engagement
ewelch@wellesley.edu