



# HAA CLUBS & SHARED INTEREST GROUPS RESOURCES AND INSIGHTS

---

**Erin Mackey Kistler AB '02**

Director, Clubs and Shared Interest Groups



**HARVARD**  
Alumni Association



The mission of the Harvard Alumni Association is to foster mutually beneficial relationships among Harvard University, its alumni, and its students to strengthen the common bond among Harvard alumni and to advance the endeavors of the University.



## MISSION & VISION

---

**HAA Clubs and Shared interest groups** are geography-, interest-, and identity-based alumni communities that embody the values of respect, innovation, trust, collaboration, sharing, and inclusion.

The HAA seeks to create an environment where Club and Shared Interest Groups Leaders are

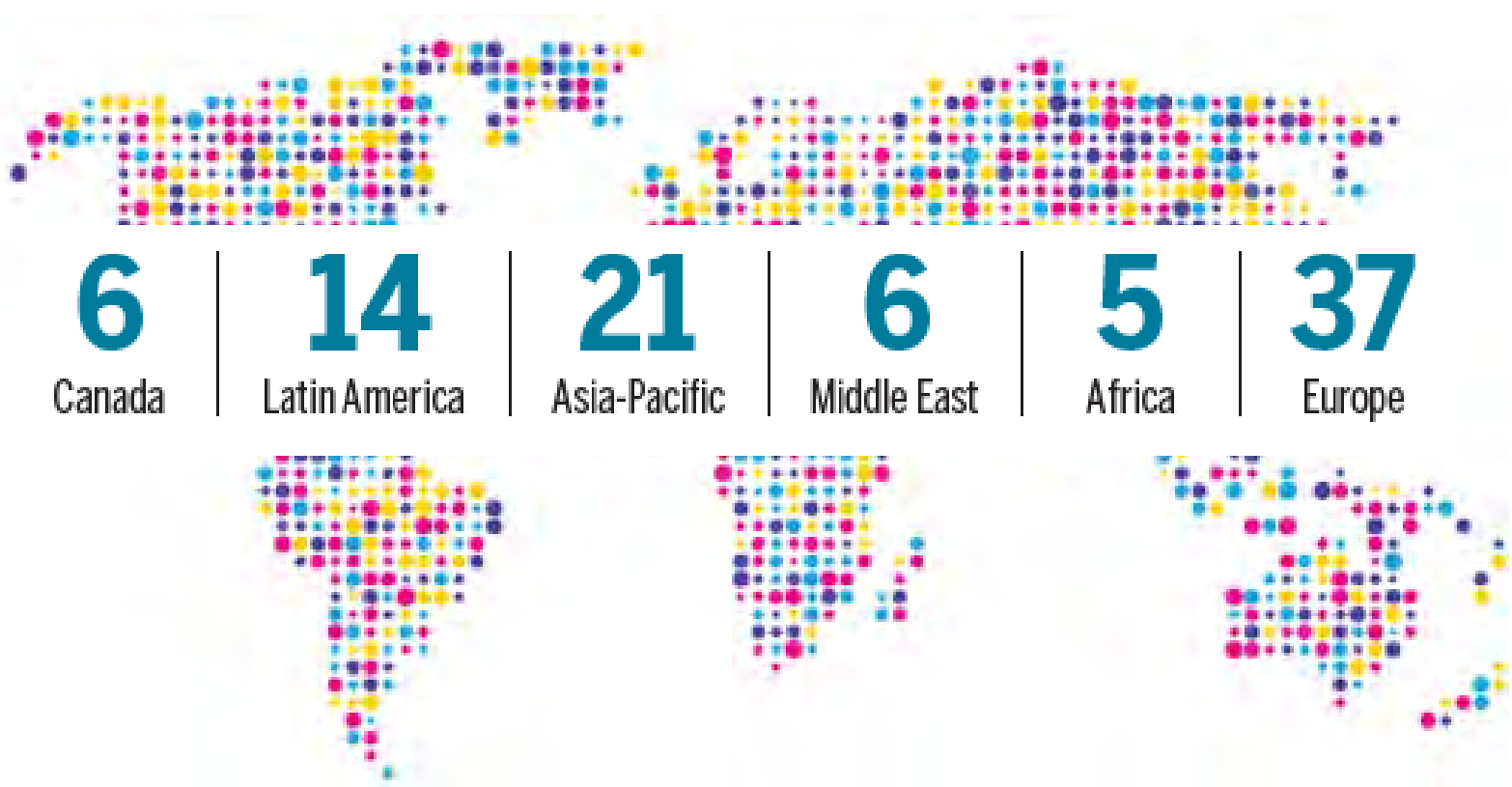
- **informed** regarding their responsibilities, how to connect their communities to each other and Harvard, and how to engage HAA resources and programs;
- **in touch** with HAA staff and each other to share successes, challenges, needs and wisdom; and
- **empowered** to question, create, replicate, iterate and innovate in their efforts to grow and strengthen the Harvard alumni community.



# HARVARD'S INTERNATIONAL ALUMNI COMMUNITY AT A GLANCE

---

**19%** of Harvard alumni | **45%** of HAA clubs  
are outside the U.S.



**89** International Clubs & **57** Global Shared Interest Groups



# SHARED INTEREST GROUPS AT A GLANCE

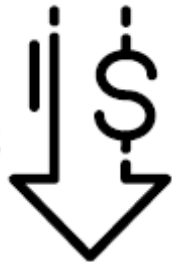
**57**  Shared Interest Groups

**100%**  are Global

SIG chapters in **38** metro areas across **5** continents

## TOP EXPENSE CATEGORIES:

1. Events
2. Charitable Donations & Endeavors
3. Administration/Staff



## TOP REVENUE SOURCES:

1. Donations
2. Events
3. Sponsorship



## TOP 5 HAA PROGRAMS:

1. Global Networking Night
2. Welcome to Your City
3. Speakers Bureau
4. The Game: Harvard v. Yale Viewing Parties
5. Harvard Prize Book

**13%** have a paid administrator



**70%** have 3-9 active volunteers

**79%** do NOT charge membership dues

Average membership: **1625**  
Range: **15-10,000+**



## SHARED INTEREST GROUPS AT A GLANCE

---

**47%**

are on Social Media.

**Find them on:**



**89%**

Facebook



**50%**

LinkedIn



**33%**

Twitter



**11%**

Instagram



**5%**

WeChat



**84%**

have websites

**13%**

snail mail  
their constituents

**18%**

regularly  
communicate to  
non-member alumni

**97%**

email their  
constituents

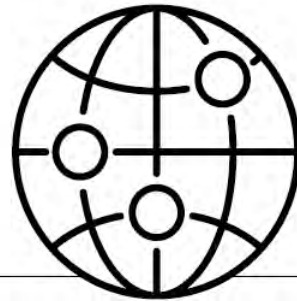
**13%**

text their  
constituents



# INTERNATIONAL CLUBS AT A GLANCE

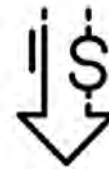
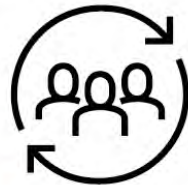
**19%** of Harvard alumni live outside the U.S.



**45%** HAA clubs outside of the US

## TOP 5 HAA PROGRAMS:

1. Global Networking Night (88%)
2. Harvard Prize Book (44%)
3. The Game: Harvard v. Yale Viewing Parties (22%)
4. Welcome to Your City (18%)
5. Early College Awareness (17%)



## TOP EXPENSE CATEGORIES:

1. Events
2. Administration/Staff
3. Charitable Donations & Endeavors



## TOP REVENUE SOURCES:

1. Dues
2. Events
3. Sponsorship

**61%** represented at the 2019 International Leadership Workshop

**84%** have fewer than 10 active volunteers

**51%** represented at the 2019 Alumni Leadership Conference

**29%** have a paid administrator



# INTERNATIONAL CLUBS AT A GLANCE



**58%**  
are on Social Media.  
**Find them on:**

**f**  
**74%**  
Facebook

**in**  
**26%**  
LinkedIn

**t**  
**23%**  
Twitter

**i**  
**15%**  
Instagram

**W**  
**12%**  
WhatsApp

**W**  
**6%**  
WeChat

**71%** have websites

**7%** snail mail  
their constituents

**29%**

regularly  
communicate to  
non-member alumni

**97%** email their  
constituents

**15%** text their  
constituents







# RESOURCES

---

**Shae Callahan**

Staff Liaison to European Clubs

**Chandra Mohammed**

Staff Liaison for Data & Digital Tools



**HARVARD**  
Alumni Association



## RESOURCES

---

HAA resources and training strengthen Clubs and SIGs and their volunteer leaders in service to alumni communities.

International clubs and Shared Interest Groups have **two top challenges in common:**

- **Events**
- **Volunteer Pipeline & Succession Planning**

Other areas of opportunity include:

### International Clubs

- **Governance**
- Membership

### Shared Interest Groups

- **Funding**
- **Marketing**



## RESOURCES

---

HAA resources and training strengthen Clubs and SIGs and their volunteer leaders in service to alumni communities.

International clubs and Shared Interest Groups have two top challenges in common:

## Events & Volunteer Pipeline/Succession Planning

**Event Toolkit:** Planning resources and best practices to help craft an effective event strategy to build alumni engagement.

### Event Marketing:

- AlumniMagnet events post to the calendar at *alumni.harvard.edu/programs-events* and are selected into HAA event emails.
- Those not utilizing AlumniMagnet submit events for inclusion via the Officer's Lounge.

**Succession Planning Toolkit:** Build a lasting institution through leadership development, intentional management approaches and transition strategies.



## RESOURCES

---

HAA resources and training strengthen Clubs and SIGs and their volunteer leaders in service to alumni communities.

Areas of opportunity for international clubs and SIGs include:

### **Governance** | **Funding** | **Marketing** | **Membership**

[Sample Bylaws & Resources](#)

[Operating Guidelines](#)

[Succession Planning Toolkit](#)

[Financial Sustainability Guidelines](#)

[Sponsorship Guidelines](#)

[Trademark Agreement](#)

[Digital Tools \(AlumniMagnet\)](#)

[Alumni Lists](#)

[Broadcast Email Support & eEVENTS](#)

Membership Resources

# SAMPLE BYLAWS

---



HARVARD CLUBS & SIGS  
Officers Lounge

- 🏠
- LOGIN ▾
- DIRECTORY ▾
- PROGRAMS ▾
- RESOURCES ▾
- CONFERENCES ▾

## Sample ByLaws



Below is an example of by-laws that Harvard Clubs and SIGs may use as a template when creating their own governing documents. Clubs and SIGs should feel free to modify them as they see fit, or to craft their own version.

### CONSTITUTION/BYLAWS

The Club/SIG Constitution/Bylaws details the operating procedures of the Club or SIG. For instance, the constitution will identify how often a board meets, how and when board elections will occur, the length of board terms, and so on.

The following constitution is suggested as a model, subject to alterations to fit local circumstances, for the constitution of any Harvard Club or SIG which desires nonprofit status under Section 501(c)(3).

### MODEL CONSTITUTION

Article I: Name

Section 1. Name

The name of this organization shall be \_\_\_\_insert Club or SIG name\_\_\_\_.

# CLUB OPERATING GUIDELINES

---



HARVARD CLUBS & SIGS  
Officers Lounge

[HOME](#) [LOGIN](#) [DIRECTORY](#) [PROGRAMS](#) [RESOURCES](#) [CONFERENCES](#)

## Club Operating Guidelines

**Summary of the fundamental operating guidelines under which the HAA expects Harvard Clubs to function.**

### I. Mission/Purpose of Harvard Clubs

The common purpose of Harvard Clubs is to advance the mutual welfare of Harvard University and alumni/ae. This is accomplished in working in cooperation with the HAA and HAA Regional Directors by:

- A. Providing opportunities for alumni/ae, parents of students, and friends of Harvard University to meet and to serve as advocates, helping to communicate the role and direction of the University;
- B. Promoting and elevating the stature of the University within the community through Club programming;
- C. Providing opportunities for alumni/ae to remain connected to the University and to serve the University;
- D. Encouraging life-long learning, intellectual enrichment, professional growth, and social interaction through forums of continuing education and development; and
- E. Attracting the world's most talented individuals to Harvard University.



## Clubs & Shared Interest Groups Leadership Planning & Succession Toolkit

We have developed the [Toolkit](#) to help Club/SIG Leaders achieve superior leadership during their terms and provide organizational continuity through Leadership Succession Planning.

This [Toolkit](#) consists of suggestions and best practices to enable Club/SIG leaders to realize the following goals:

- Provide effective leadership to help the Club/SIG become a lasting institution that is not defined by an individual's personality traits or preferences.
- Develop organizational alignment with the HAA Clubs/SIGs structure.
- Implement processes that ensure transfer of knowledge from one president to the next, so that the institutional knowledge and operational information developed over time by Clubs/SIGs is transferred to succeeding Club/SIG officers and we do not end up "reinventing the wheel" every term.

# DIGITAL TOOLS (ALUMNIMAGNET)

---



HARVARD CLUBS & SIGS  
Officers Lounge

🏠 LOGIN ▾ DIRECTORY ▾ PROGRAMS ▾ RESOURCES ▾ CONFERENCES ▾

## AlumniMagnet Training Materials

Please review the information, training documents and support procedures below or email us at [alumni\\_magnet@harvard.edu](mailto:alumni_magnet@harvard.edu).



### Training Guides

Instructions for using functionality  
for a standard website.




### Support

How to get additional assistance  
for your website.





HARVARD CLUBS & SIGS  
Officers Lounge

 [LOGIN](#) ▾ [DIRECTORY](#) ▾ [PROGRAMS](#) ▾ [RESOURCES](#) ▾ [CONFERENCES](#) ▾

## HAA Alumni List/Data Tips

-  [Alumni List Tips Guide:](#)  
Suggestions and Best Practices on use of Current Fields Supplied as Part of HAA Annual Alumni Lists
-  [Alumni Data:](#)  
Surveys, Other Data Collection Tactics, Emerging Opportunities
-  [HAA Data Insights & Strategic Marketing Committee](#)  
"Strategic Marketing" Matrix



# COLLABORATIVE LEADERSHIP

---

**Sara Aske**

Staff Liaison to Clubs in Africa, Asia-Pacific, Latin America and the Middle East

**Joslyn Evans**

SIG Program Manager



**HARVARD**  
Alumni Association



## HAA DIRECTORS FOR CLUBS & SHARED INTEREST GROUPS

---

**Directors provide support and oversight** to assigned cohorts of Clubs/SIGs, serving as active liaisons between Club/SIG leadership and the HAA.

The work of Directors for Clubs and SIGs encompasses three broad areas:

- **Communications:** Directors initiate regular contact with the alumni volunteers in their assigned Club/SIG cohort and share information to/from the volunteers and the HAA.
- **Support and Advice:** Directors help develop leadership capacity and organizational strength within the Clubs/SIGs in their cohorts, offering guidance to and advocating for the Clubs/SIGs in their cohorts.
- **Records and Reporting:** Directors assist the HAA in maintaining accurate and comprehensive records for Clubs/SIGs in their cohorts, ensuring completion of the Annual Reports for those in the cohort.



# HAA DIRECTORS FOR CLUBS & SHARED INTEREST GROUPS

---

## GENERAL INTEREST SIGS



**Tara Abrahams AB '99, MBA '04**  
*Harvard Alumni for Global Women's Empowerment, Harvard Alumni for Mental Health, Harvard Alumni in Tech, Harvard Alumni in Wine and Food*

## SUB-SAHARAN AFRICA



**Kathleen Danohar MBA '98**  
*Ghana, Kenya, Nigeria, South Africa*

## ASIA-PACIFIC

**Theresa Cho AB '90**  
*Beijing; Hong Kong; Japan; Korea; Harvard Republic of China (Taiwan); South China, Guangdong; Shanghai*



**Maria Carolina Dominguez AMP '12**  
*Indonesia, Malaysia, Philippines, Harvard University Singapore, Thailand, Vietnam*



**Lisa Ray Hennessy MBA '97**  
*Australia, Victoria (Australia)*





# HAA DIRECTORS FOR CLUBS & SHARED INTEREST GROUPS

---

## CANADA



**André Du Sault MPA '00**

*Atlantic Canada, British Columbia,  
Edmonton/Northern Alberta, Ottawa,  
Québec, Toronto*

## LATIN AMERICA



**Felix Motta MPA '14**

*Colombia, Costa Rica, Ecuador, El Salvador,  
Guatemala, Mexico, Monterrey, Nicaragua,  
Panama*



**Corina Santangelo MPA '99**

*Argentina, Bolivia, Brazil, Chile, Peru,  
Venezuela*



# HAA DIRECTORS FOR CLUBS & SHARED INTEREST GROUPS

---

## EUROPE



**Varoujan Avedikian MPA '09**  
*Armenia, Poland, Republic  
of Georgia, Ukraine, Russia*

**Elizabeth Kan AB '85**  
*Belgium, Denmark, France,  
Luxembourg, Monaco,  
Netherlands*



**Volker Baas MPA '88**  
*Austria, Berlin, Hamburg,  
Munich, Rhein-Main  
(Frankfurt), Rhein-Ruhr  
(Düsseldorf), Switzerland*

**Bob Manson MPA '04**  
*Finland, Ireland, Norway,  
Sweden, United Kingdom*



**Aleksandra Drecun MPA '10**  
*Albania, Bulgaria, Croatia,  
Hungary, Prague, Romania  
and Moldova, Serbia,  
Slovenia*

**Pavlos Photiades AB '88**  
*Cyprus, Greece, Italy,  
Israel, Portugal, Spain,  
Turkey*





### Your Staff Liaison is:

- your experienced HAA point person dedicated to supporting and strengthening your organization;
- in touch regularly throughout the year to share resources and program information
- a member of your “kitchen cabinet” along with your Director; and
- here to help!



## HAA CLUBS & SHARED INTEREST GROUPS STAFF LIAISONS

---



**Sara Aske**

*Staff Liaison for Clubs in Africa, Asia-Pacific, Latin America & the Middle East*

**Lindsey Kelley**

*Staff Liaison for Clubs in Canada and HAE, Harvard Alumni in Tech, Harvard Alumni in Travel & Hospitality, Harvardwood, Harvard W3D*



**Shae Callahan**

*Staff Liaison for Clubs in Europe*

**Chandra Mohammed**

*Staff Liaison for data and digital tools/AlumniMagnet*



**Joslyn Evans**

*Staff Liaison for Alumnae Network for Harvard Women, Harvard Gender & Sexuality Caucus*





**THANK YOU!**

---



**HARVARD**  
Alumni Association