



MEMBERSHIP MATTERS

June 9, 2021

Yun Boylston AB '00 & Rhys Williams AB '87

Moderators

Marco Cianflone AB '13 & Emily Van Dyke AB '03, MPH '09

Speakers

COMMUNITY EXPECTATIONS

Harvard University Alumni Affairs & Development (AA&D) programs and volunteer opportunities respect the rights, differences, and dignity of others. Those taking part in AA&D activities, are expected to demonstrate honesty, integrity, and civility in those activities, and are accountable for their conduct there with University alumni, students, parents, volunteers, employees, and invitees.

MEETING NORMS

This is a forum for learning with and from each other. In order to actively connect during this hour, please:

- Keep your camera on
- Ensure your first and last names are listed on your tile
- Remain muted unless speaking
- Introduce yourself (name and cohort) before speaking
- Use the “raise hand” function to ask a question

AGENDA

I. Welcome and Introductions

II. Framework of Session

III. SIG Testimonial

IV. Club Testimonial

V. Q & A

VI. Breakout Sessions

VII. Session Ends

MODERATORS

Yun Lee Boylston
AB '00

Director of Carolinas and Coastal Georgia Clubs



Rhys L. Williams
AB '87

Director of Eastern Florida & Puerto Rico Clubs

MEMBERSHIP MODELS

- **Dues Models**

- Provide a relatively predictable funding base
- Give members a way to remain “active” and feel connected
- Require administrative support and a more developed value proposition

- **Dues-free Models**

- Rely on profit from event fees and/or sponsorships to cover financial needs
- Place broader opportunity on engagement to measure based on email lists and event attendance
- Require more intentional event strategy to ensure that financial needs are met

- **Hybrid Models**

- Provide for both dues- and non-dues-membership options
- Allow alumni to join at a level that works best for them
- May require more significant strategic planning

MEMBERSHIP MODEL NAVIGATOR

Our Club has:

more than 2,000 alumni in our geocode/on our alumni list

less than 2,000 alumni in our geocode/on our alumni list

Our Club has 1,000+ Recent Graduates in our geocode:

Yes

No

Our Club has:

12+ events per year (in person or online)

fewer than 12 events per year (in person or online)

Does your club struggle with engaging alumni in all demographics represented in your geocode?

Yes, some demographics are under-represented.

No. As best we can tell, all demographics are represented in our membership at roughly the same rate as the total alumni population in our geocode.

Our SIG has:

more than 2,000 alumni (members/opt-ins)

fewer than 2,000 alumni (members/opt-ins)

One of our SIG's priorities is recent graduate engagement:

Yes

No

Our SIG has:

fewer than 12 Events per year (in person or online)

12+ Events per year (in person or online)

Our SIG struggles with engaging alumni across demographics:

Yes

No

MEMBERSHIP MODEL NAVIGATOR RESULT



HARVARD
UNIVERSITY

Thank you for taking the time to complete the Membership Model Navigator! Here is how you scored in each category:

Dues-Free Structure: 8
Hybrid Dues Structure: 5
Dues Structure: 4

The category with the highest score is the most relevant to your organization according to the information you provided. If your scores are separated by only one or two points, you may be best served by considering more than one option.

Visit the [Officers Lounge](#) to learn more about each model and see example of each.

The Seven “Do’s” of Dues

1. DO consider offering a tiered dues structure
2. DO offer a “Lifetime Membership” option
3. DO encourage your members to “upgrade” their membership at renewal time
4. DO provide an option for members to sponsor the Harvard Prize Book and other programs, on top of paying annual membership dues
5. DO be very thoughtful with your Club's policies regarding special membership classes, e.g., how to treat non-Harvard spouses, non-Harvard children, non-Harvard widows/widowers, non-Harvard parents, etc.
6. DO offer reciprocity (at no cost) for events to paid members of other Clubs in your region
7. DO offer a mail-in, snail-mail option to your members for paying annual dues, in addition to online renewal

Emily Van Dyke AB '03, MPH '09

President, Native American Alumni of Harvard University



Native American Alumni of Harvard University



NATIVE AMERICAN ALUMNI OF
HARVARD UNIVERSITY



About us

- 1640s: Harvard struggled financially and received much-needed funding from the Society for the Propagation of the Gospel in New England to educate Indian youth; Harvard Indian College established
- 1650: The Harvard Charter of 1650 dedicates Harvard to "the education of the English & Indian Youth of this Country in knowledge and godliness"
- 2007: NAAHU founded February 2007
- 2013: Inaugural NAAHU Symposium on Harvard campus Held to coincide with 18th Annual Harvard University Powwow and 20th Annual Arts First Festival
- 2019: Our most recent NAAHU Symposium Taking Stock of Native American Rights: Litigation, Legislation, and Recognition
- 2020: Quarterly Virtual Town Halls, Race and the Pandemic, Equity in Education, and Unity Webinars
- 2021: Unity Weekend in September

Past, Present, and Future Events

- November 1, 2020: Mentorship Program Launch
- February 24, 2021: Harvard Alumni Allyship Series: Choctaw Gift/Navajo and Hopi COVID Relief
- June 1, 2021: Alumni Welcome & Awards Ceremony: conferred 2020 & 2021 Student Leadership Awards & Fire Keeper (Distinguished Alumni Service) Awards
- June 2, 2021: NAAHU Virtual Reunion
- **Next up: July 10, 2021: Run-for-Something Half-Day Unity Workshop**
- **September 23-25, 2021: Unity Weekend with HBAS, H4A, and HLAA**

Main Point(s) of Contact

Website: <http://naahu.sigs.harvard.edu/>

President: Emily Van Dyke AB '03, MPH '09

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Marco Cianflone AB '13

President, Harvard Club of Quebec



About Us

- Reactivated in 2012 under the leadership of André Du Sault, now HAA Regional Director for Canada. Since then the Club has focused on the following priorities:
 - Build a solid and well-run organization to serve the Harvard Alumni community;
 - Offer the Alumni community a diverse set of high-quality social and professional events at affordable costs;
 - Live up to the standard of excellence of the Harvard brand
- Entirely volunteer based
- Nearly 1,000 alumni across the province of Quebec
 - ~800 are reachable via our newsletter
- No physical presence, instead coordinating events with third-party venues
- No annual membership dues
- Events are priced at cost plus an administrative fee
- Frequently collaborate with fellow Ivy's and local universities for events