



# MEMBERSHIP MATTERS CASE STUDY: Alumnae-i Network for Harvard Women (ANHW)

---

## Presenter:

Tara Abrahams AB '99, MBA '04  
SIG Director for General Interest SIGs  
President, NY Chapter of ANHW



**HARVARD**  
Alumni Association

## SHARED INTEREST GROUP PROFILE

---

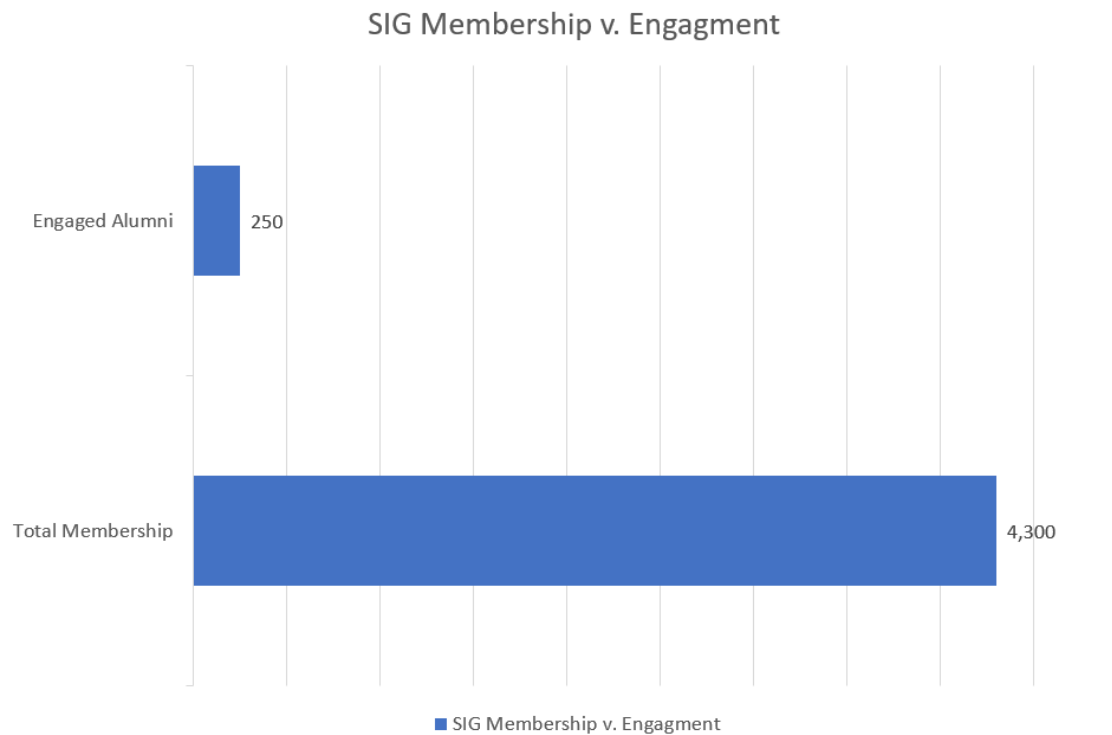
### Alumnae-i Network for Harvard Women

- Founded in 2013 by a group of Radcliffe and Harvard alumnae
- Governed by a corporate board and officer structure, with President, Secretary, Treasurer, Outreach Director, Membership Director, Liaison Director, and Communications Director
- 35 active volunteers; no paid administrator
- 4 chapters--Boston, Washington D.C., New York, and Chicago--and 22 Discussion/Social Groups (less formal than chapters) around the world
- 48 in-person events in 2019; plans for 1-2 webinars in 2020
  - Events include panels, happy hours, museum visits, volunteer opportunities, networking
- Annual newsletter in December 2019; otherwise rely on chapters/DSGs to send out their own messages
- No paper-based mailings

# 2019 ALUMNI MEMBERSHIP ENGAGEMENT

---

- Currently engage 6,000 alumni through our membership globally
  - In the New York chapter, core group of 10-15 alumnae attend most events, with new participants filling out the rest of the group in attendance

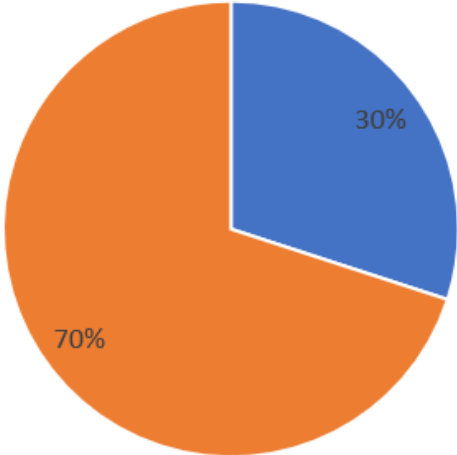


\*This data is based off of estimations from the ANHW Annual Report.

# INCOME & EXPENSES

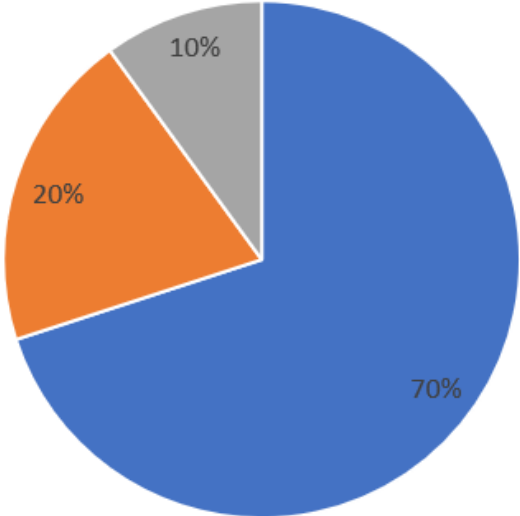
---

Annual Income= \$1000-\$2499



■ Events ■ Donations

Annual Expenses= \$100-\$499



■ Events ■ Website ■ Charitable Endeavors

\*This data is based off of estimations from the ANHW Annual Report.

# ANHW MEMBERSHIP NARRATIVE

---

## VALUE PROPOSITION

- Connection and community--across schools and generations
- Localized feel in a big city
- Flexibility of model--chapters vs. Discussion/Social Groups

## MARKETING APPROACH

- Primarily organic, word-of-mouth
- Networking events, including ALC, HAA activities, and Global Networking Night

## NOTABLE SUCCESSES

- Openness and ownership for both members and steering committee
- Lack of membership dues encourages growth and participation

## NOTABLE CHALLENGES

- Consistent commitment and engagement
- Lack of resources, space in particular
- Growth limited to what can be accomplished through word-of-mouth

**THANK YOU**

**HARVARD**  
ALUMNI ASSOCIATION

