



**HARVARD**  
Alumni Association

# Clubs and Shared Interest Groups

**2020–2021**  
**Academic Year**



**HARVARD**

Alumni Association

CLUBS & SHARED INTEREST GROUPS

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# HARVARD

## Alumni Association

CLUBS & SHARED INTEREST GROUPS

# Mission and Vision

**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.

HAA Clubs and Shared Interest Groups are interest-, identity-, and geographically 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.



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# Alumni Community at a Glance

A look at Harvard's global network of  
geographic-, interest-, and identity-based  
University-wide alumni communities.



# Alumni Community at a Glance



## ALUMNI BY SCHOOL<sup>†</sup>

	<b>93,305</b>	Harvard College
+	<b>81,995</b>	Harvard Business School
+	<b>41,043</b>	Harvard Law School
+	<b>36,615</b>	Harvard Graduate School of Arts & Sciences
+	<b>27,268</b>	Harvard Graduate School of Education
+	<b>21,466</b>	Harvard Kennedy School
+	<b>18,362</b>	Harvard Extension School
+	<b>15,529</b>	Harvard T.H. Chan School of Public Health
+	<b>13,119</b>	Harvard Medical School
+	<b>12,222</b>	Harvard Graduate School of Design
+	<b>7,276</b>	Harvard Divinity School
+	<b>6,218</b>	Radcliffe College
+	<b>2,178</b>	Harvard School of Dental Medicine

= **355,821**

Living Alumni Worldwide\*



AND **100%** are members of the Harvard Alumni Association



**100%**

HAA Clubs and Shared Interest Groups are open to all University-wide alumni

THERE ARE

**198**

Clubs

**59**

SIGs

**42**

Contacts

AND

**44**

HAA Directors for Clubs & SIGs

**100%**

of Clubs & SIGs should have regularly reviewed bylaws

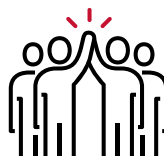


**91%**

of Clubs and SIGs partner with other Clubs and SIGs or actively seek to do so:

**100% SHOULD**

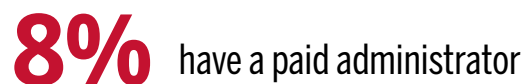
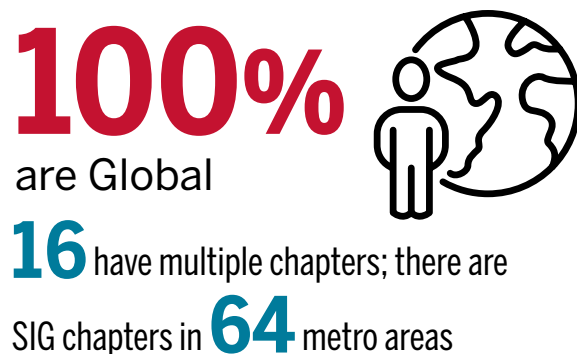
**KEY TO SUCCESS:**



**SUCCESSION PLANNING**  
for ALL Clubs & Shared Interest Groups



# Shared Interest Groups at a Glance



Average  
membership: **1179**  
Range: **32-7000+**

**86%** do NOT charge  
membership  
dues

**55%** had no  
revenue

**40%** had no  
expenses

**18%** had revenue  
> \$10K

**12%** had expenses  
> \$10K

## TOP EXPENSE CATEGORIES:

1. Events
2. Websites
3. Charitable Donations  
& Endeavors

## TOP REVENUE SOURCES:

1. Donations
2. Dues
3. Events


## 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. Summer Community  
Fellowship Program


## TOP CHALLENGES:


1. Volunteer Pipeline  
& Succession Planning
2. Programming
3. Volunteer/Board  
Engagement
4. Administration
5. Fundraising


**63%**  
are on Social Media.  
**Find them on:**

 **63%**  
Facebook

 **33%**  
LinkedIn

 **27%**  
Twitter

 **23%**  
Instagram

 **OTHERS:**  
WhatsApp Slack  
WeChat Discord



## Clubs at a Glance

There are **198** Clubs worldwide



**109**  
USA

**6**  
Canada

**14**  
Latin America

**21**  
Asia-Pacific

**7**  
Middle East

**5**  
Africa

**36**  
Europe



Annual Reports are required of **100%** of Clubs

**77%**  
participate in public  
service activities



**68%**  
are actively partnered with their local  
Schools & Scholarships Committee  
or Admissions Representative

**163**  
Years the longest  
continually extant Club  
has been in operation  
(Harvard Club of Chicago)

**2** Clubs have buildings

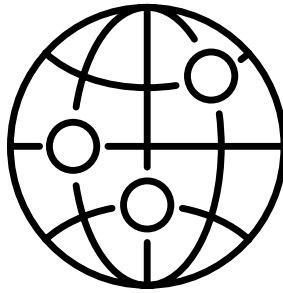


**196** do not



# International Clubs at a Glance

**15%** of Harvard alumni live outside the U.S.



**45%** HAA Clubs outside of the U.S.

**67%** have ≤10 active volunteers

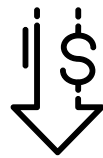
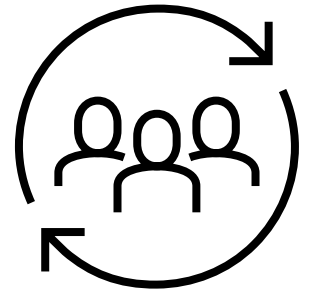
**71%** are registered organizations

**52%** charge membership dues

**29%** have a paid administrator

## TOP HAA PROGRAMS:

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



## TOP EXPENSE CATEGORIES:

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



## TOP REVENUE SOURCES:

1. Dues
2. Events
3. Donations

**78%** have websites

**3%** snail mail their constituents

**97%** email their constituents

**14%** text their constituents

**29%** regularly communicate to non-member alumni

## TOP CHALLENGES:

1. Pandemic Engagement
2. Volunteer Pipeline & Succession Planning
3. Membership
4. Funding & Financial Sustainability

**51%** are on Social Media.  
**Find them on:**



**59%**  
Facebook



**31%**  
LinkedIn



**25%**  
WhatsApp



**22%**  
Instagram



**19%**  
Twitter



**6%**  
WeChat



**6%**  
Viber





## Large Clubs at a Glance

**4%** of Clubs are classified as **large**, with 7K–25K+ active alumni addresses in geographic areas centered in major cities.

The largest Clubs are primarily found in the U.S.



**27%** of Harvard alumni have an address in a large Club area (when you add landed Clubs, it's 67%)

### MEMBERSHIP RANGE:



**225–1,700**

**100%**

- participate in the Alumni Leadership Conference
- charge membership dues
- are registered non-profit organizations

**86%** have a paid administrator

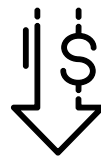
### TOP HAA PROGRAMS:

**ALL** participate in:

Global Networking Night, Harvard Prize Book, Harvard-Yale Viewing Parties, Welcome to Your City

**70%** participate in:

Speakers Bureau and Scholarship Sponsorship



### TOP EXPENSE CATEGORIES:

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



### TOP REVENUE SOURCES:

1. Dues
2. Events
3. Donations

**ALL** have websites

**50%** snail mail their constituents

**ALL** email their constituents

**ALL** collaborate with fellow Clubs and SIGs

**100%** have annual expenses and revenue above \$20K (average revenue is \$84K)


### TOP CHALLENGES:

1. Pandemic Engagement
2. Funding & Financial Sustainability
3. Community Engagement: Racial Justice Current Students Public Service

**71%** regularly communicate to non-member alumni

**100%** are active on Social Media.  
**Find them on:**

  
**100%**  
Facebook

  
**86%**  
Twitter

  
**57%**  
LinkedIn

  
**14%**  
Instagram



## Medium Clubs at a Glance

**22%** of Clubs are **medium**, with 2K–7.5K active alumni addresses in their geographic areas. Some are centered in large- or medium-sized cities; many encompass larger territories like states, provinces, or countries.

**91%** are in the U.S.  **9%** are International

**44%** of Harvard alumni have an address in a medium Club geocode

**76%** have 9 or more active volunteers

**21%** have a paid administrator

**87%** charge membership dues

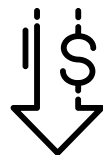
Average membership: **367**  
Range: **18–3000**

**50%** have annual revenue above \$10K

**50%** have annual expenses above \$10K

### TOP 5 HAA PROGRAMS:

1. Global Networking Night
2. Speakers Bureau
3. Harvard Prize Book (tie)
3. Harvard-Yale Viewing Parties (tie)
5. Welcome to Your City



### TOP EXPENSE CATEGORIES:

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



### TOP REVENUE SOURCES:

1. Events
2. Dues
3. Donations

**97%** have websites

**33%** snail mail their constituents

**ALL** email their constituents




**72%** regularly communicate to non-member alumni


### TOP CHALLENGES:

1. Pandemic Engagement
2. Membership
3. Volunteer Pipeline & Succession Planning



**67%** are active on Social Media.  
**Find them on:**

  
**75%**  
Facebook

  
**42%**  
Twitter

  
**21%**  
Instagram

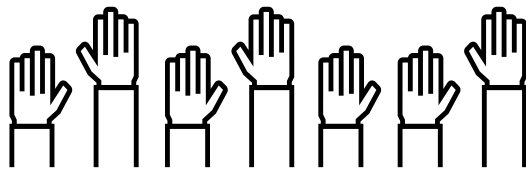
  
**13%**  
LinkedIn



## Small Clubs at a Glance

**74%** of Clubs are **small**, with fewer than 2K active alumni addresses in their geographic areas. Some are centered in cities; many encompass larger territories including regions within populous states or entire states, provinces, or countries.

**42%** are in the U.S.  **58%** are International



**73%** have  $\leq 10$  active volunteers

Average membership: **248**  
Range: **10–1,400**

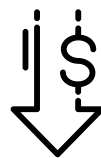
**50%** have annual revenue above \$7K  
**50%** have annual expenses above \$5K

### TOP 5 HAA PROGRAMS:

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

**20%** have a paid administrator

**55%** of small Clubs charge membership dues



### TOP EXPENSE CATEGORIES:

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



### TOP REVENUE SOURCES:

1. Dues
2. Events
3. Donations

**75%** have websites

**14%** snail mail their constituents

**96%** email their constituents

**12%** text their constituents

**32%** regularly communicate to non-member alumni

### TOP CHALLENGES:

1. Pandemic Engagement
2. Volunteer Pipeline & Succession Planning
3. Funding & Financial Sustainability
4. Membership

**39%** are on social media.  
**Find them on:**



**58%**  
Facebook



**25%**  
LinkedIn



**22%**  
WhatsApp



**19%**  
Twitter



**17%**  
Instagram



**6%**  
WeChat



**6%**  
Viber



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# Programs

HAA programs foster alumni engagement with Clubs and SIGs and provide opportunities for them to serve broad communities.



The HAA facilitates a number of centralized programs to support Clubs and SIGs in their efforts to connect alumni to each other and to Harvard. A brief listing of programs is included here; check out [officerslounge.clubs.harvard.edu](https://officerslounge.clubs.harvard.edu) or contact your staff liaison for more information.

## Clubs & SIGs Awards

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Each year, the HAA honors the extraordinary contributions of individual Clubs, Shared Interest Groups (SIGs), and volunteers to Harvard's alumni engagement efforts.

The Outstanding Alumni Community Award recognizes a Harvard Club or SIG for exceptional efforts resulting in outstanding, improved, or innovated programs in areas including membership, technology, succession planning, community service, outreach, schools and scholarship efforts, programming, or overall general improvement.

The Outstanding Volunteer Leadership Award recognizes a Harvard Club or SIG volunteer who has gone above and beyond the call of duty to make an exceptional contribution to his or her Club/SIG.

Nominations are accepted each fall and can be made via the Officers Lounge; awards are presented annually at the Alumni Leadership Conference.

## Early College Awareness

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Inspire students to consider a path towards higher education and serve the local community by encouraging young people to continue their education and fulfill their potential through the HAA's Early College Awareness (ECA) program. A great public service initiative for Clubs and SIGs, this program provides Harvard alumni the opportunity to facilitate sessions in local middle schools to encourage students and their parents/guardians to consider and plan for a college education.

## The Game: Harvard v. Yale

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Host a viewing of The Game and cheer on Harvard in their annual rivalry against Yale. The Game is broadcast on television in the U.S. and via web around the globe, making this a prime opportunity to gather your local community in support of the Crimson. Take advantage of broad HAA marketing to attract a broad alumni audience to your viewing party.

## Global Networking Night

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On one night each year, Harvard alumni around the globe come together at more than 100 Club and SIG-hosted sites to explore and expand their Harvard network by connecting with alumni for professional and personal networking in a relaxed environment. This free event is robustly marketed by the HAA and is a



great way to introduce your organization to potential new members and participants. Clubs and SIGs are invited to host events, and SIGs have the opportunity to receive alumni opt-ins to their communications solicited via the registration form of this annual event.

### Harvard Prize Book

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Introduce talented young people to the opportunities available at Harvard, recognize their scholastic and personal achievements, and raise the visibility of Harvard in your local community through the Harvard Prize Book program, which invites Harvard Clubs & SIGs to sponsor Prize Books awarded at local high schools of their choice for the costs of the books.

### Hometown to Harvard

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Clubs and SIGs connect to Harvard and benefit their local communities by sponsoring local educators and nonprofit leaders to participate in Harvard professional development programs online or on campus.

### Leadership Conferences

---

The HAA offers two annual opportunities for Club and SIG leaders and Contacts to gather to learn from each other and connect to HAA and Harvard resources:

**The Alumni Leadership Conference** brings our global community of Club and SIG leaders to Cambridge each winter to connect to University resources, keep abreast of what's happening at Harvard, and take in a variety of sessions designed to strengthen volunteer leaders in service to their alumni communities.

**The International Leadership Workshop** provides an opportunity for international Club and SIG leaders to come together outside of the U.S. to share content and conversation targeted to the particular challenges faced by HAA organizations based outside of the U.S.

*In lieu of in-person convenings, volunteer education sessions are currently available remotely.*

### Speakers Bureau

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Learn from the extraordinary Harvard faculty and reconnect your alumni with the classroom experience through the HAA Speakers Bureau Program, which provides domestic Harvard Clubs and SIGs with the opportunity to host distinguished members of the Harvard faculty and administration. For international Harvard Clubs and SIGs, the HAA makes every effort to inform international Clubs and SIGs of any Harvard faculty members traveling to their area.

*Speakers Bureau is currently offered for virtual events only.*



### Summer Community Service Fellowships

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Help make a summer of public interest work possible for a current student and impact your community by providing a stipend to enable a Harvard undergraduate working with a nonprofit host organization in your local community or whose mission is aligned to that of your organization.

### Welcome to Your City

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Local, free Welcome to Your City events are designed to be a simple and cost-effective way to introduce recent graduates to their local alumni community. Clubs and SIGs are invited to host events, and SIGs have the opportunity to receive alumni opt-ins to their communication solicited via the registration form of this HAA-marketed annual event.

### Winter Recess Student Programming

---

Winter Recess provides Clubs and SIGs an opportunity to engage with undergraduate students who might be in the local area for the break. The HAA supports student-inclusive programming during Winter Recess through email promotion to current students. Both single-day and multipart programs are welcome, and programs focused on career pathways are particularly in demand.

### Student Welcome and Send-Off Events

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Clubs and SIGs can play an important role in helping admitted students choose Harvard and being among the first to welcome incoming students and their families to the Harvard community through local events hosted by Clubs & SIGs and facilitated by the HAA.

### Shared Interest Group Showcases

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SIGs are vibrant alumni communities that face particular challenges in attracting potential members due to their global nature and varied areas of focus. The HAA supports SIG engagement through dedicated marketing and the collection of alumni opt-ins to SIG communication throughout the year as well as facilitation and marketing of SIG Showcases, online events planned and executed by SIGs to share information about their communities and recruit new members.

### Shared Interest Group Meet-ups

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Shared Interest Group Meet-ups take place during College Reunions, providing an opportunity for SIGs to connect with both existing members who are celebrating their reunions and other reunioners who may be interested in a SIG and looking for opportunities to build their engagement with the alumni community. Meet-up are hosted by SIGs with facilitation and marketing support from the HAA.



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# Resources

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





## Officers Lounge

The Officers Lounge is a dedicated resource site for Club and SIG leaders. Check in often to find regularly updated information on HAA programs and resources, as well as staff and volunteer contact information. Learn more and access the resources listed below at [officerslounge.clubs.harvard.edu](https://officerslounge.clubs.harvard.edu).

## Digital Tools (AlumniMagnet)

HAA-provided Club and SIG sites include a public-facing website, event calendar and registration capability, broadcast email functionality, and alumni data that is updated daily. One-on-one training and a variety of training resources for Clubs and SIGs utilizing these tools are available on the Officers Lounge.

## Alumni Lists

Clubs and SIGs not utilizing the HAA-provided digital tools are eligible to receive alumni data on an annual basis. For Clubs, all alumni within the Club's geographical catchment area are included. SIGs receive updated contact information for their members, as well as new alumni leads generated by the HAA's SIG marketing efforts. Alumni lists can be requested via the Annual Report and Officer Listing, or by contacting your staff liaison.

## Broadcast Email Support

Limited broadcast email support (up to two dedicated emails per year) is available to Clubs and SIGs not utilizing the HAA-provided suite of digital tools. Contact your staff liaison to make arrangements for a broadcast email to be sent to alumni in your geographical catchment (Clubs) or your membership (SIGS).

## Bylaws

Access sample bylaws and supporting resources via the Officers Lounge. Need additional support as you review and update your bylaws? Contact your staff liaison for assistance.

## Certificates of Appreciation

Clubs and SIGs may request certificates of appreciation for outgoing presidents and other senior board members. Please contact your staff liaison to request certificates, allowing at least two weeks advance notice. Certificates can be mailed both domestically and internationally.

## Club and SIG Directories

Connect to your fellow Club and SIG leaders, your director, and your staff liaison via the Officers Lounge directories.

## Event Toolkit

Access planning resources and best practices to help craft an effective event strategy to build alumni engagement.

### HAA Directors for Clubs & Shared Interest Groups

Each Club and SIG is represented by an HAA Director for Clubs and Shared Interest Groups. These experienced Club and SIG leaders each work with a small cohort of organizations to provide advice and thought partnership.

### Event Marketing

Events posted to AlumniMagnet sites are automatically posted to the HAA Events and Programs Calendar at [alumni.harvard.edu/programs-events](https://alumni.harvard.edu/programs-events) and selectively included in HAA event emails. Those not utilizing an AlumniMagnet site may submit events to be considered for inclusion in HAA event emails.

### Harvard Magazine

International Clubs and SIG Chapters can take advantage of a discounted subscription rate for *Harvard Magazine* to offer members as a benefit.

### Leadership Conferences

The HAA offers two annual opportunities for Club and SIG leaders and Contacts to gather to learn from each other and connect to HAA and Harvard resources:

**The Alumni Leadership Conference** brings our global community of Club and SIG leaders to Cambridge each winter to connect to University resources, keep abreast of what's happening at Harvard, and take in a variety of sessions designed to strengthen volunteer leaders in service to their alumni communities.

**The International Leadership Workshop** provides an opportunity for international Club and SIG leaders to come together outside of the U.S. to share content and conversation targeted to the particular challenges faced by HAA organizations based outside of the U.S.

### Staff Liaisons

We're here to help! Each HAA staff liaison and staff assistant works directly with a cohort of Clubs and SIGs to provide guidance and support for your operational, programmatic, and communications efforts. Look for regular emails from your staff liaison or check the staff directory on the Officers Lounge for contact information.

### Succession Planning Toolkit

Succession planning is key to provide organizational continuity and the ability to grow a Club or SIG. The HAA toolkit helps Club and SIG leadership to build lasting organizations.



# HARVARD

## Alumni Association

CLUBS & SHARED INTEREST GROUPS

# Staff Directory

The Harvard Alumni Association (HAA) Clubs & Shared Interest Groups (SIGs) team supports a network of nearly 300 Clubs, SIGs, and Contacts through the liaison and support of volunteer leaders and the provision of programs, resources, training, and partnership. We're here to help!



## Harvard Alumni Association Clubs & Shared Interest Groups

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Director

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### Chandra Mohammed

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*Staff Liaison for Clubs in Europe and the Eastern U.S. (east of Mississippi River)*



**Lindsey Kelley**

Assistant Director

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*Staff Liaison for Clubs in Canada and the Western U.S. (west of Mississippi River) and General Interest SIGs, Professional Interest SIGs, Religious Identity SIGs, Undergraduate-based SIGs, Harvard Alumni for Africa, Harvard Iranian Alumni, Harvard Italian Alumni Network, Harvard Tamil Sangam Alumni, and Friends Association*



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