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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.
Alumni Community at a Glance

A look at Harvard’s global network of geographic-, interest-, and identity-based University-wide alumni communities.
HARVARD Alumni Association
CLUBS & SHARED INTEREST GROUPS

Alumni Community at a Glance

ALUMNI BY SCHOOL†

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

= 355,821
Living Alumni Worldwide*

100% of Clubs & SIGs should have regularly reviewed bylaws

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

KEY TO SUCCESS:

100% of Clubs and SIGs partner with other Clubs and SIGs or actively seek to do so:

91% SHOULD

Succession Planning for ALL Clubs & Shared Interest Groups

*Alumni numbers as of December 2020.
†Alumni with multiple degrees are included in the counts for each of their respective schools.
**Shared Interest Groups at a Glance**

59 Shared Interest Groups

- 14 Professional Interest
- 11 Cultural Identity and Shared Experience
- 9 Developing Groups
- 9 Undergraduate-based Music
- 7 Undergraduate-based Other
- 5 General Interest
- 4 Religious Identity

100% are Global

- 64 have multiple chapters; there are SIG chapters in 64 metro areas

70% have between 3 and 12 active volunteers

- Average number of active volunteers: 16

8% have a paid administrator

- 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
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:
  - Facebook: 63%
  - LinkedIn: 33%
  - Twitter: 27%
  - Instagram: 23%
  - Others: WhatsApp, Slack, WeChat, Discord

*Clubs & Shared Interest Groups statistics per HAA Clubs & SIGs 2020 Annual Report.*
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

*Clubs & Shared Interest Groups statistics per HAA Clubs & SIGs 2020 Annual Report.
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

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

78% have websites  
3% snail mail their constituents  
97% email their constituents  
14% text their constituents  
29% regularly communicate to non-member alumni

51% are on Social Media. Find them on:
Facebook 59%  
LinkedIn 31%  
WhatsApp 25%  
Instagram 22%  
Twitter 19%  
WeChat 6%  
Viber 6%

*T&SGs: Clubs & Shared Interest Groups statistics per HAA Clubs & SIGs 2020 Annual Report.
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.

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

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

Facebook 100%
Twitter 86%
LinkedIn 57%
Instagram 14%

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

ALL have websites

ALL email their constituents

ALL collaborate with fellow Clubs and SIGs

71% regularly communicate to non-member alumni

50% snail mail their constituents

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

TOP EXPENSE CATEGORIES:

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

TOP REVENUE SOURCES:

1. Dues
2. Events
3. Donations

TOP CHALLENGES:

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

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 HAA PROGRAMS:

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

*Clubs & Shared Interest Groups statistics per HAA Clubs & SIGs 2020 Annual Report.*
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.

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.

97% have websites.

33% snail mail their constituents.

ALL email their constituents.

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

91% are in the U.S.

9% are International.

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

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

13% LinkedIn

*Clubs & Shared Interest Groups statistics per HAA Clubs & SIGs 2020 Annual Report.*
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 ≤10 active volunteers

20% have a paid administrator

55% of small Clubs charge membership dues

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

TOP EXPENSE CATEGORIES:
1. Events
2. Charitable Donations & Endeavors
3. Administration/Staff

TOP REVENUE SOURCES:
1. Dues
2. Events
3. Donations

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

75% have websites

14% snail mail their constituents

32% regularly communicate to non-member alumni

58% email their constituents

12% text their constituents

39% are on social media.

Find them on:

Facebook 58%
LinkedIn 25%
WhatsApp 22%
Twitter 19%
Instagram 17%
WeChat 6%
Viber 6%
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 or contact your staff liaison for more information.

**Clubs & SIGs Awards**

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**

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**

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**

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**

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**

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 on in-person convenings, volunteer education sessions are currently available remotely.*

**Speakers Bureau**

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

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

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

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

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

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.
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](http://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 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.
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
124 Mount Auburn Street, 6th Floor, Cambridge, MA 02138
800-654-6494 | 617-495-3070 | clubs@harvard.edu

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