



MEMBERSHIP MATTERS CASE STUDY: Harvard Club of Cape Cod

Presenter:

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HARVARD
Alumni Association

Harvard Club of Cape Cod

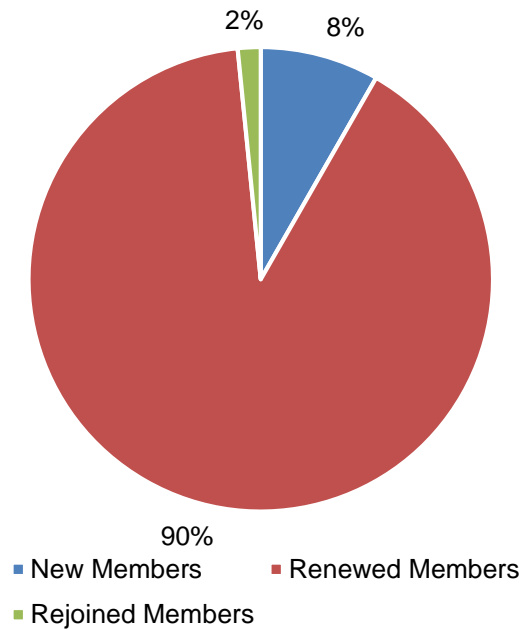
- Founded in 1948
- Leadership consists of six officers plus nine other members of the executive committee
 - Every member of the ExComm has a job/role
- 2,266 active alumni addresses in geocode (1,834 full-time plus 432 seasonal)
- 329 members (18% of full-time or 15% of total alumni)
- Geographic radius of geocode (see Slide 3)
- Closest neighboring club is the Old Colony Harvard Club (Duxbury, MA), 40 miles away
- 12 events in academic year 2018-2019
- 30 broadcast emails in 2018-2019
 - 24 event communications
 - 6 other communications
- 15 mailings in 2018-2019
 - 1 non-member invitations letter in September
 - 2 member renewal letters
 - 12 event notices
- No paid administrator
- Schools & Scholarships Committee headed by Vice President for Schools
- A few joint events plus posting notices of some events of other Cape Cod alumni clubs

2018-2019 MEMBERSHIP

Harvard Club of Cape Cod

- 376 Members
- Membership term one year
- Dues \$35

Membership Distribution 2018-2019



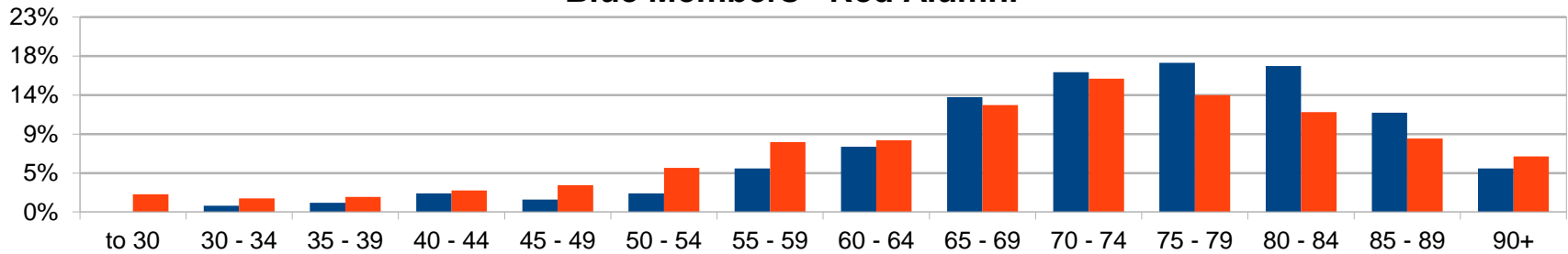
Year Over Year Membership



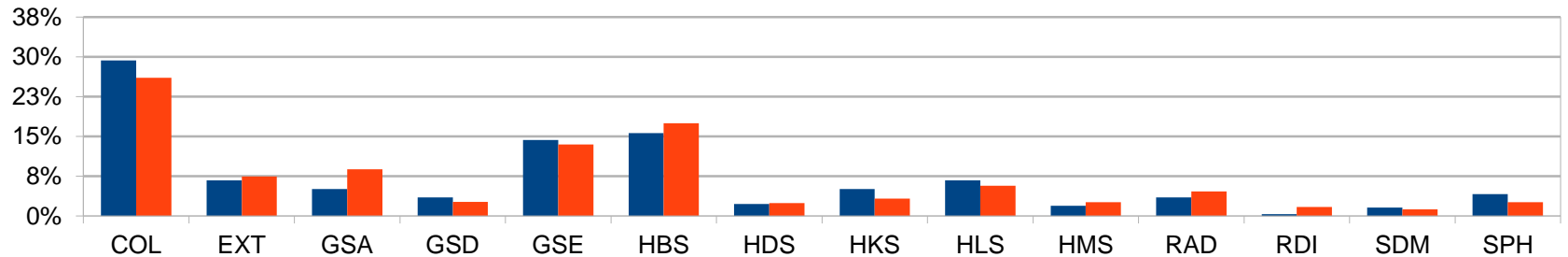
ALUMNI COMMUNITY

2,266 active alumni addresses in geocode

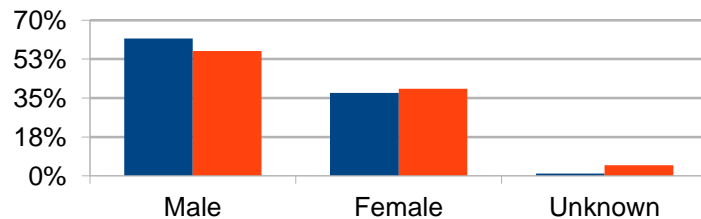
Members and Alumni By Age Blue Members - Red Alumni



Members and Alumni By School

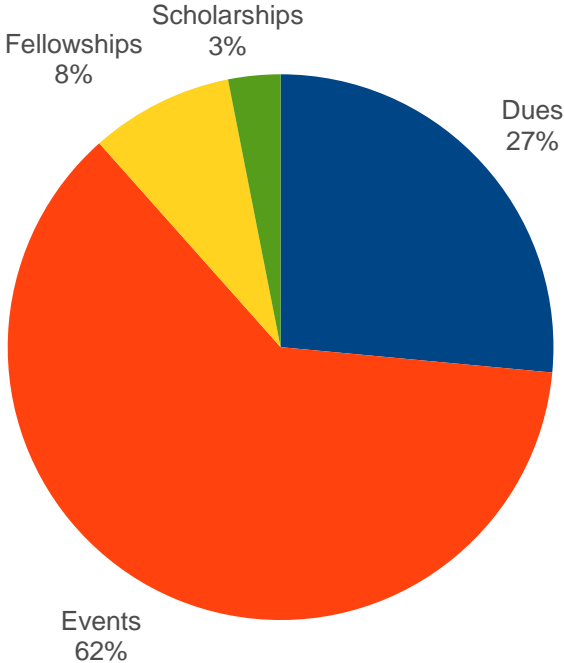


Members and Alumni By Gender

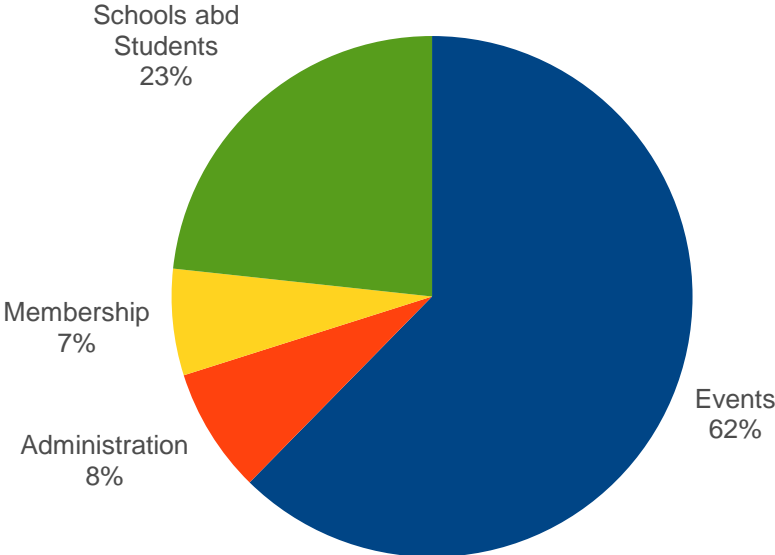


INCOME & EXPENSES

ANNUAL INCOME \$43,044



ANNUAL EXPENSES \$45,593



MEMBERSHIP NARRATIVE

VALUE PROPOSITION

- * Monthly speakers (faculty or local leaders) with three course meal
- * Monthly after work networking get-together
- * Sponsor Harvard College students as summer fellows for local community service organizations
- * Contribute to scholarships
- * Membership directory

MARKETING APPROACH

- * September letter to non-member alumni
- * November renewal letter to members with followup letter after the first of the year
- * Personal calls to non-renewals
- * Event flyers

NOTABLE SUCCESSES

- * It takes all of the above
- * A survey of non-members resulted in an increase in new members

CHALLENGES

- * Continuing challenge to engage younger alumni/ae
- * Recruitment of leaders

QUESTIONS?



THANK YOU

HARVARD
ALUMNI ASSOCIATION

