



# MEMBERSHIP MATTERS CASE STUDY: HARVARD CLUB OF SACRAMENTO

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## Presenter:

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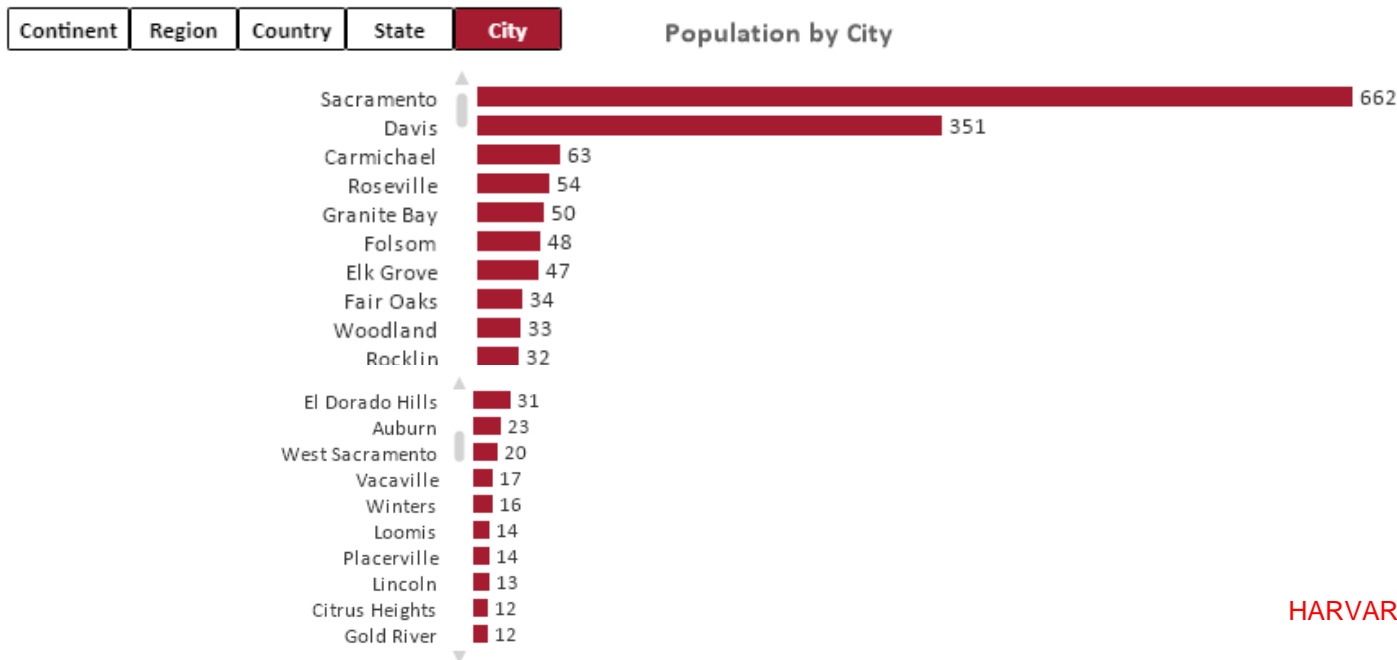
**HARVARD**  
Alumni Association

# CLUB PROFILE

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## HARVARD CLUB OF SACRAMENTO

- Reestablished in 2011
- Nine board members, all with specific responsibilities
- Board members are the most active volunteers
- No paid administrator
- 1,480 active alumni addresses in geocode
- Closest neighboring club is Harvard Club of San Francisco, 85 miles away



## CLUB PROFILE

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### HARVARD CLUB OF SACRAMENTO

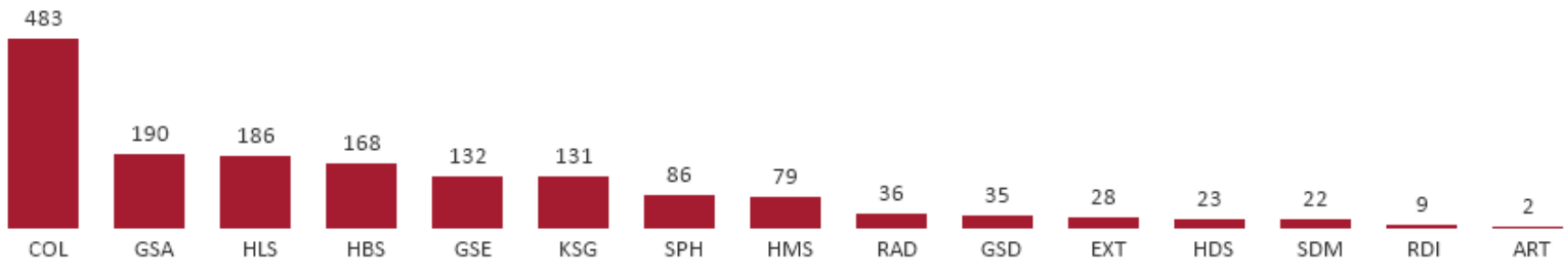
- We offer 15-20 events each year, plus a monthly book club meeting
- We communicate via email once or twice a month
  - Events are primarily communicated via a monthly newsletter, though we do send out reminders as needed
  - We send out a newsletter at the start of each month
  - We have a facebook page, but this hasn't garnered much attention
- We do not do any paper mailings
- The Chair of the Schools & Scholarships Committee serves on our board
  - The connectivity between the board and Schools and Scholarships is very important
  - We recruit interviewers through our annual membership survey and at events
  - We host events for incoming students and their families, as well as for current students, at least three times a year
  - We maintain a list of current students and invite them to our events and have sponsored some on-campus get togethers, so that students maintain their local connections while on campus

# MEMBERSHIP | ALUMNI COMMUNITY

We are a no-dues club, and consider all alumni to be de facto members. About 10% of the alumni base in our market are very active and attends multiple events each year

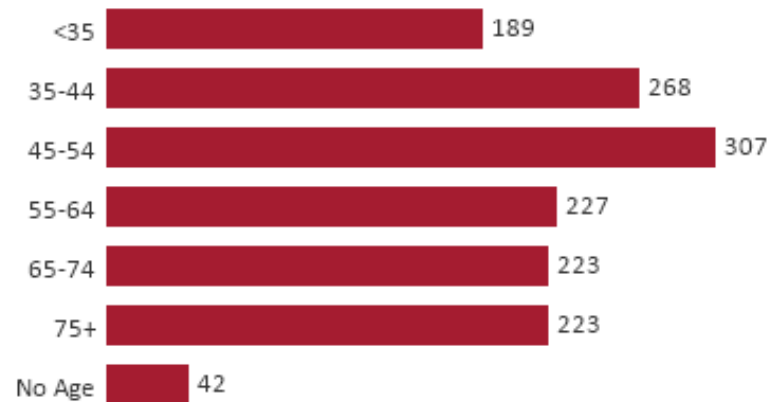
1,479 active alumni addresses in geocode

### Population by Degree School



### Age Cohort

Count



## 2018-2019 ALUMNI ENGAGEMENT

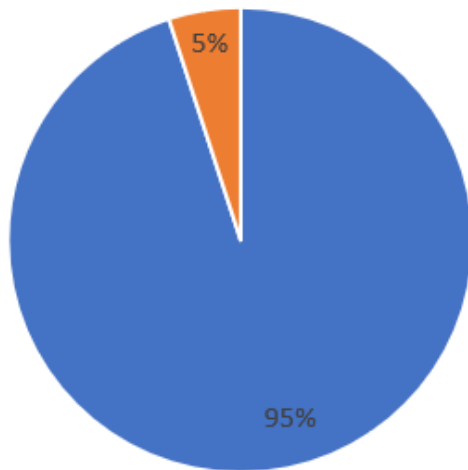
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- Approximately 800-1000 Unique Alumni Engaged
  - 100% via communications
  - 400-450 via event attendance in the course of a year
  - Engagement levels have been fairly consistent YoY since 2017
  - We estimate approximately 30% of event participants are 1st time attendees within last 2 years

# INCOME & EXPENSES

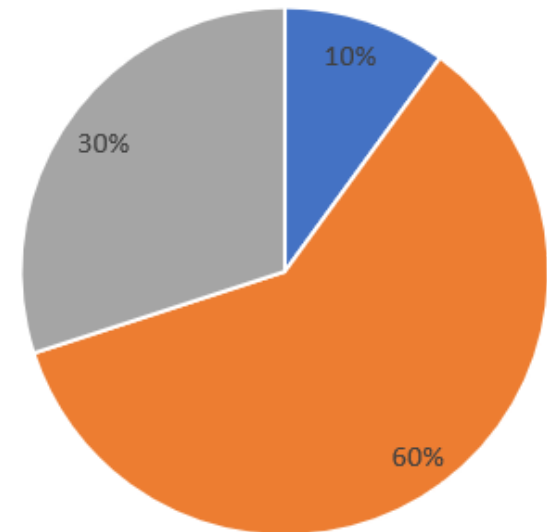
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Annual Income= \$2500-\$4999



■ Events ■ Donations

Annual Expenses= \$2500-\$4999



■ Website ■ Events ■ Insurance

# MEMBERSHIP NARRATIVE

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## **VALUE PROPOSITION**

To provide Harvard alumni from all schools in the Sacramento region avenues to build connections with each other and to engage in meaningful social and intellectual pursuits and experiences.

## **MARKETING APPROACH**

Our marketing approach is a function of our operational philosophy--keep it simple and effective. We communicate monthly with all alumni via email and solicit their interests once a year through an annual survey. Keeping it simple supports our desire for long-term sustainability.

## **NOTABLE SUCCESSES**

Our club arose from the ashes of prior attempts to run a Harvard Club of Sacramento. By keeping events and activities closely aligned with members' expressed interests, our member engagement is relatively high.

## **NOTABLE CHALLENGES**

Membership equates to engagement for the Harvard Club of Sacramento. We strive to build programming that brings in different cohorts of our diverse alumni populations.

# QUESTIONS?

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**THANK YOU**

**HARVARD**  
ALUMNI ASSOCIATION

