



MEMBERSHIP MATTERS CASE STUDY: HARVARD CLUB OF JAPAN

Presenter:

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Harvard Club of Japan



HARVARD
Alumni Association

CLUB PROFILE

HARVARD CLUB OF JAPAN

- Founded in 1903
- The board currently consists of 14 board members, 1 observer, and 3 special advisors
- Approximately 30-50 active volunteers, including board members
- No paid administrator
- 3,858 active alumni addresses in geocode
- Closest neighboring club is Harvard Club of Korea, 580 miles away

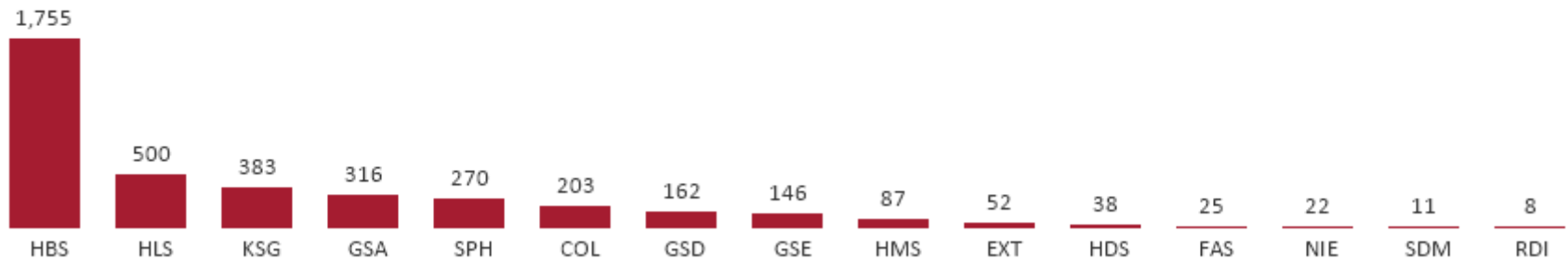
CLUB PROFILE AND ENGAGEMENT

HARVARD CLUB OF JAPAN

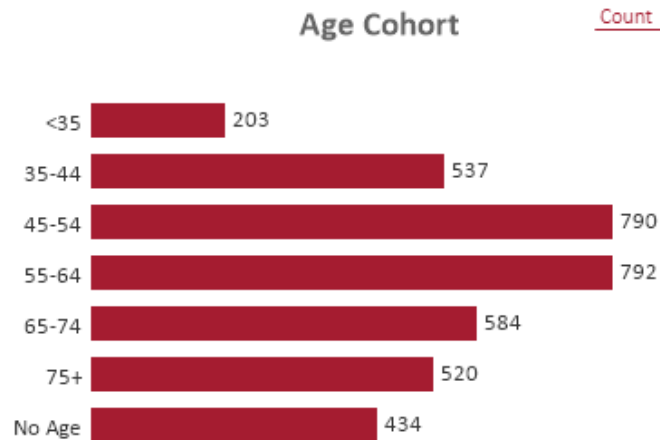
- 11 events in academic year 2018-2019
- Approx. 65 broadcast emails in 2018-2019
 - Approx. 65 event communications
 - 0 newsletters
 - Approx. 6 other communications (fax/letters to Senior Advisors)
- Approx. 3,800 Alumni Engaged
 - Approx. 3,800 via communications
 - Approx. 730 via event participation (unique alumni ID not collected)

3,860 active alumni addresses in geocode

Population by Degree School

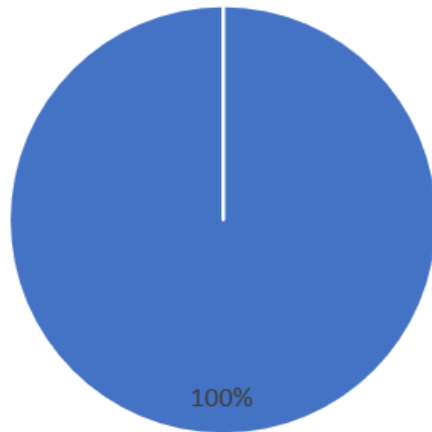


Age Cohort



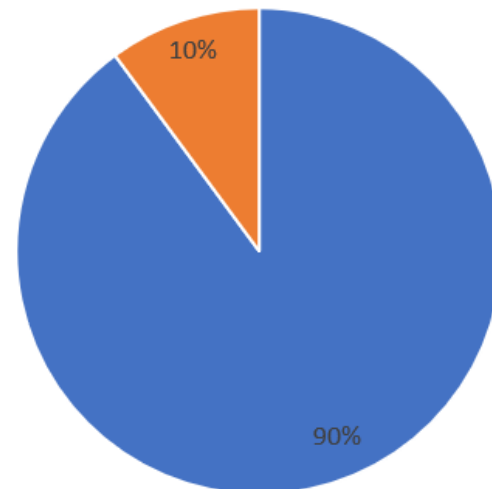
INCOME & EXPENSES

Annual Income= \$5000-\$9999



■ Events

Annual Expenses= \$1000-\$2499



■ Events ■ Charitable Endeavors

*This data is based off of estimates from the Annual Report

MEMBERSHIP NARRATIVE

VALUE PROPOSITION

- (1) CREATE IMPACT IN THE LOCAL COMMUNITY and increase the visibility of the Harvard brand through action
- (2) PROVIDE A FORUM TO INTERACT AS ONE HARVARD where the community inside and outside of Japan can interact, network and support each other as One Harvard
- (3) INCREASE THE NUMBER OF JAPANESE AT HARVARD and be a proponent and facilitator of overseas education in general and to encourage Harvard students, faculty and the administration to come to Japan

MARKETING APPROACH

- By having a non-dues membership format, include all Japan based alumni in communications
- Robust events schedule including a wide range of topics and target age cohorts
- Active secondary school outreach through Harvard Prize Book and annual USCANJ college fair representation

MEMBERSHIP NARRATIVE

NOTABLE SUCCESSES

- President Bacow's visit to Japan, including a widely attended welcome reception with approximately 300 Japan alumni and Friends of Harvard.
- Affiliated Harvard graduates schools also promote Harvard in Japan; for example, the HBS Club of Japan established a Fellowship Fund supported by donations from alumni that provides need based scholarships. The Japan Fellowship fund officially reached the permanent endowment level in October 2019, and has already helped two students from Japan cover a significant portion of their tuition costs.
- Having events with other schools is quite popular, and is a good way to create events that are reasonable in price, in different venues via our partner school relationships, and well-populated with 50-100 people, which is more fun and engaging for everyone.

MEMBERSHIP NARRATIVE

NOTABLE CHALLENGES

- Building a bench of truly engaged volunteers is an ongoing challenge. For example, at the Shinnenkai, only 2 people (out of 140 attendants) signed up as having interest with helping out.
- Young alumni engagement
- Continuing issue with falling international school interest and attendance by Japanese students

THANK YOU

HARVARD
ALUMNI ASSOCIATION

