

# MEMBERSHIP MATTERS CASE STUDY: HARVARD ALUMNI ENTREPRENEURS

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**HARVARD**  
Alumni Association

## SHARED INTEREST GROUP PROFILE

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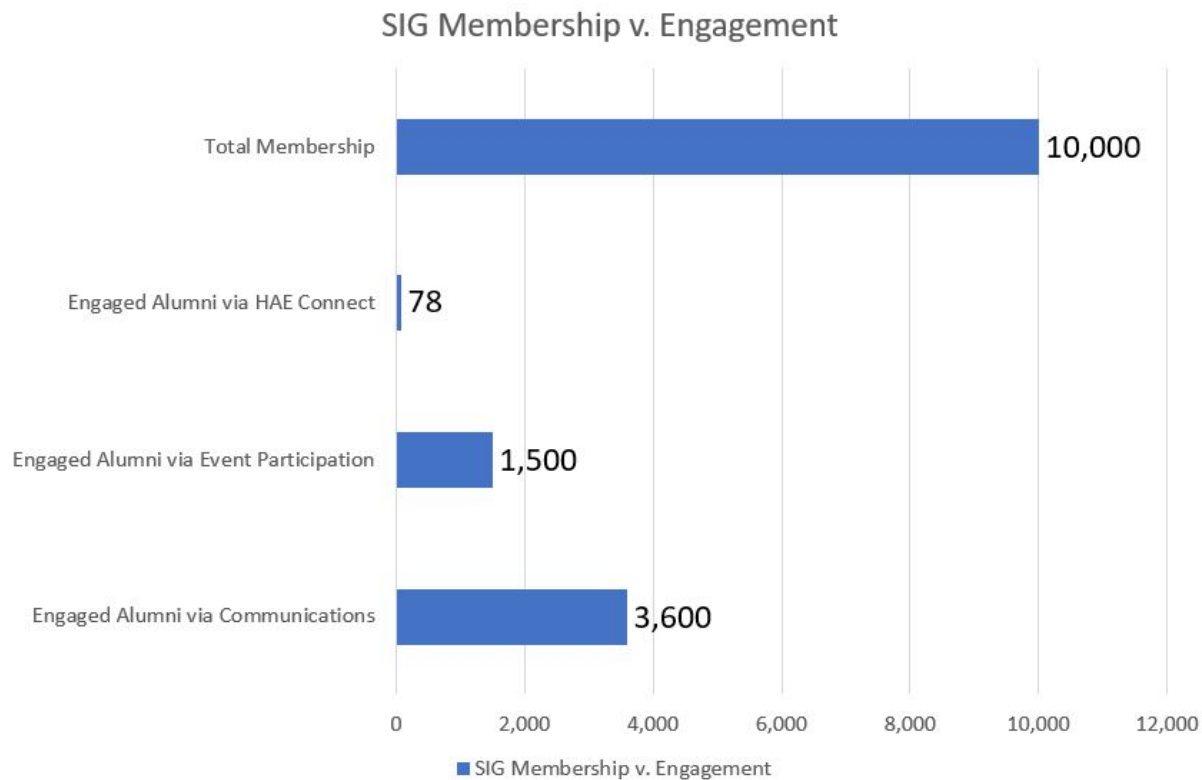
### HARVARD ALUMNI ENTREPRENEURS

- Founded in 1999, HAA Recognition 2005, Incorporated 2007
- 8 Member Board, each member heads a committee
- Number of active volunteers: Pre- COVID: 125 Currently: 70
- 4 month paid admin support (offshore)
- 14 Chapters: Australia, Boston, Buenos Aires, Chicago, DACH, Denver, India, London, New York, Paris, San Francisco/Bay Area, Seattle, Southern California and Washington, DC. *Launching 2 new Chapters: Israel, MENA.*
- Events in 2018-2019
  - 45 in person events (locations)
- Broadcast emails in 2018-2019
  - 5 HAE Connect eNews
  - 51 e-newsletters/communications/events
  - ~60 chapter communications/eNews

# 2018-2019 ALUMNI ENGAGEMENT

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- Unique Alumni Engaged
  - 3,600 via communications
  - ~ 1,500 via event participation
  - 78 via HAE Connect

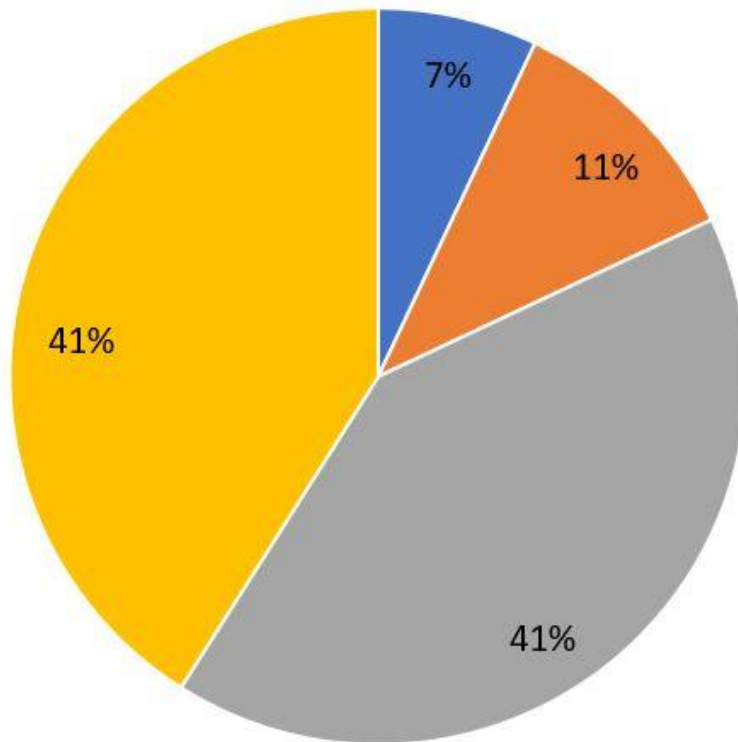


\*This data is based off of estimations from the HAE Annual Report.

# INCOME & EXPENSES

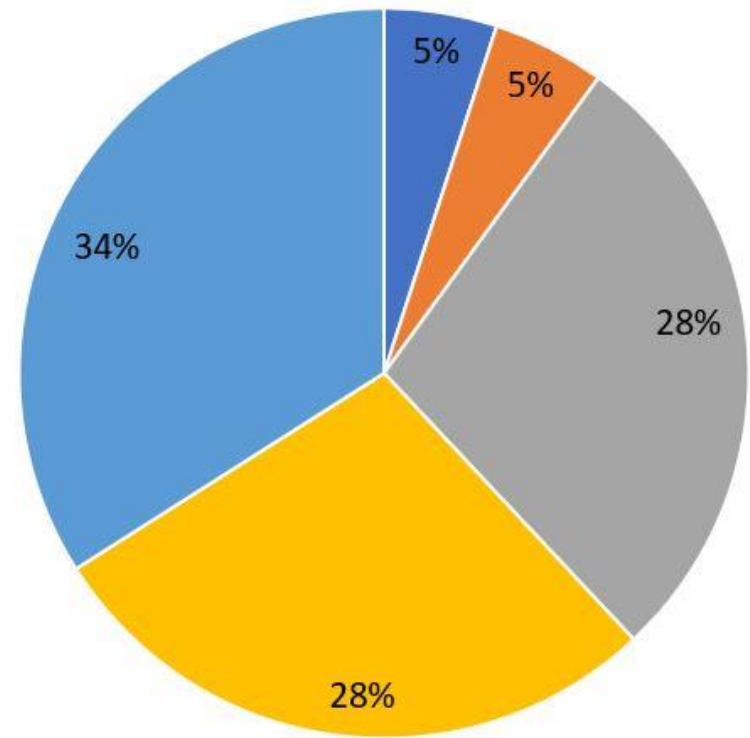
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Annual Income = \$25,000+



■ Dues ■ Sponsorships ■ Events ■ Donations

Annual Expenses = \$10,000 - \$24,999



■ E-Mail Expenses ■ Social Media ■ Website Expenses ■ Events ■ Other

\*This data is based off of estimations from the HAE Annual Report.

# MEMBERSHIP NARRATIVE

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## VALUE PROPOSITION

HAE where ideas, opportunities, resources and connection happen - at a global level – for Harvard’s alumni entrepreneur and professional community.

## MARKETING APPROACH

- eNews, eVents
- Content driven marketing
- High touch/personal/immediate
- Global + Chapter-based marketing

## NOTABLE SUCCESSES

- Chapter events, attendance
- Launch of HAE Connect
- Volunteer engagement

## NOTABLE CHALLENGES

- Transition to a paid member model
- Top of Mind awareness, Comparison with/ Anointed by HBS/iLab
- Local membership growth and engagement

**THANK YOU**

**HARVARD**  
ALUMNI ASSOCIATION

