

# MEMBERSHIP MATTERS CASE STUDY: Harvard Gender & Sexuality Caucus

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Board Member, Harvard Gender and Sexuality Caucus



**HARVARD**  
Alumni Association

# Harvard Gender & Sexuality Caucus

- Founded in 1983 (as the Harvard Gay & Lesbian Caucus)
- Moved Membership to AlumniMagnet January 2015
- 11-12 board members with staggered 2-year terms
- Active Volunteers include 12 chapter heads plus a handful of regular volunteers in different chapters
- No paid administrator
- Chapters in New York, Boston, Los Angeles, DC, London, Paris, Houston, Dallas, Australia, Japan, Palm Springs, Colorado, New Orleans, Spain

# Harvard Gender & Sexuality Caucus

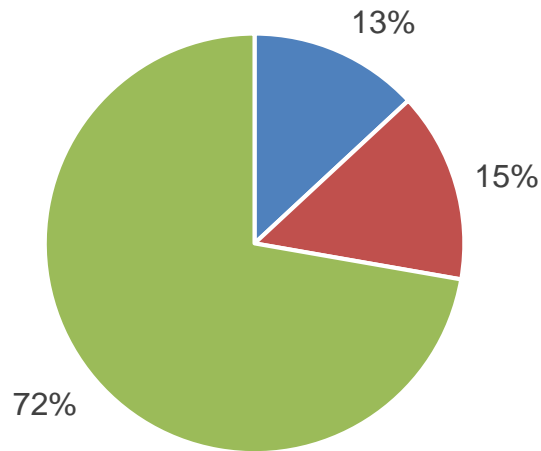
- 15 events in academic year 2018-2019
  - 0 virtual events
  - On-campus book swap, Boston Holiday Party, Boston Spring Soiree, On-campus annual dinner, On-campus Fall Reunion Mixer, On-campus Spring Reunion mixer, Boston MFA tour, SF Happy Hour, LA Movie Screening, Paris Spring Soiree, DC Cocktail Party, DC Happy Hour, DC Drinks & Dinner, DC Holiday Brunch
  - Cross-promoting ~45 Ivy+ LGBTQ alum events
- 60 broadcast emails in 2018-2019
  - 53 event communications
  - 3 newsletters
  - 6 other communications
- 0 mailings in 2018-2019

# 2018-2019 MEMBERSHIP

## Harvard Gender and Sexuality Caucus

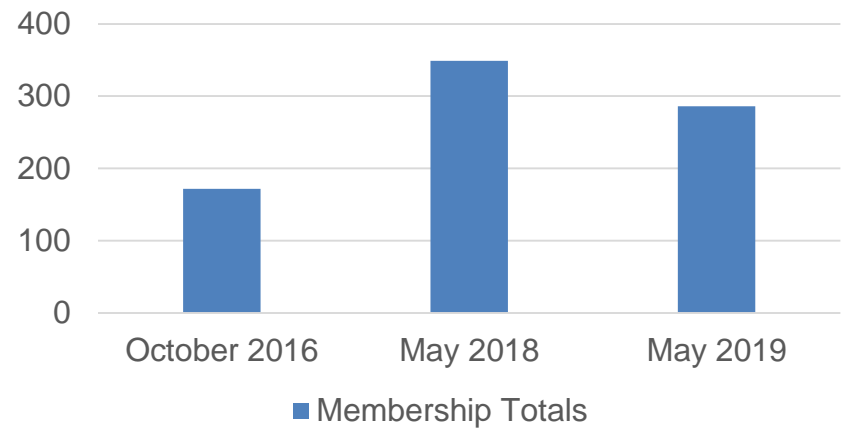
- 200-499 Members
- Membership term: 1 or 3 years
- Dues: \$25
- Dues waived for Students, Recent Graduates, Open Gate Donors

Membership Distribution  
June 2018 to May 2019



- New Members
- Second Year Members
- Longer Term Members

Past Membership Data is Limited



## SIG Members v. Number of Engaged Alumni

From the Annual SIG Survey

- Membership 200-499
- Engaged Alumni: 200-299

We have been struggling to quantitate "Engagement"

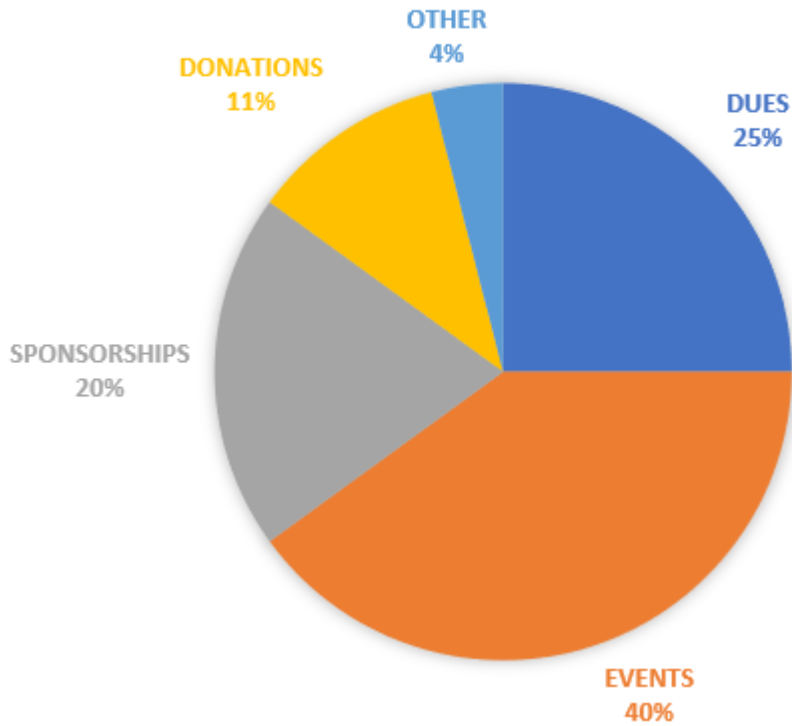
Other statistics

- Dues Paying Members (as of May 2019): 207
- Annual Dinner Attendance (May 2019): 75
- Voted on Corporate Documents (January 2018): 218 out of 294
- HGSC Spring 2019 Newsletter: Opened: 3462 (64.76%)  
Clickthroughs: 257 (7.42%)

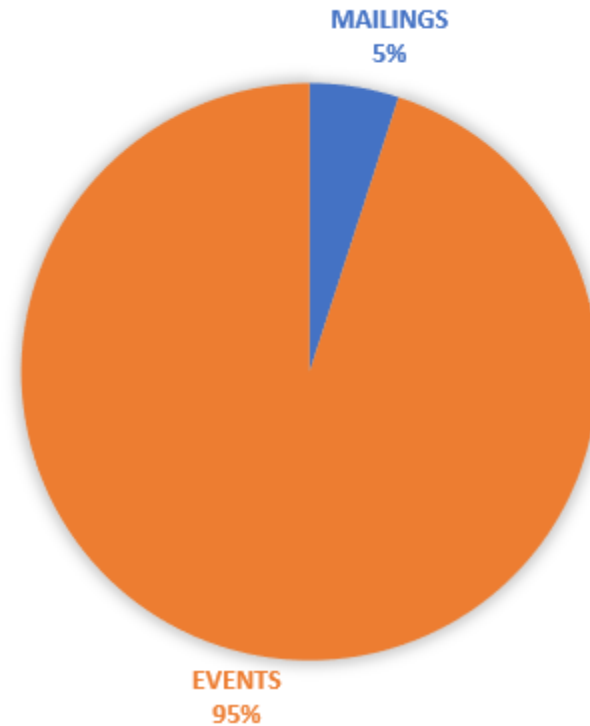
# INCOME & EXPENSES

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**ANNUAL INCOME = \$10,000 - \$24,000**



**ANNUAL EXPENSES = \$10,000 - \$24,000**



## MEMBERSHIP NARRATIVE

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### VALUE PROPOSITION

- We provide our benefits (a newsletter with updates from campus, mailing lists, organizing regional events) for free to the community. Membership dues allow us to keep providing these services.
- Members receive a discount on The Gay&Lesbian Review
- Members can vote in BoD elections

### MARKETING APPROACH

- It is easy to join our mailing list and receive Newsletters and Upcoming Events emails.
- We solicit memberships in every newsletter, and in emails in the lead-up to our Annual Commencement Dinner
- In previous years we sent out a postal mailing in conjunction with the Gay & Lesbian Review, but we are currently evaluating the cost-benefit of this mailing
- We are partnering with the Office of BGLTQ Student Life to increase awareness among students

# MEMBERSHIP NARRATIVE

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## NOTABLE SUCCESSES

- Members have really struggled to use our AlumniMagnet website. Board members have been dedicating significant amounts of time to helping users through the process.
- Our biggest success last year was in improving our annual dinner fundraising by being more transparent about the true cost of the event.

## CHALLENGES

- We need to be able to articulate clearly what the money from the membership dues is going towards
- We would like to bring back a hard-copy newsletter for Members, but we have not had the bandwidth



# QUESTIONS?

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**THANK YOU**

**HARVARD**  
ALUMNI ASSOCIATION

