



Harvard Club of the Netherlands

- Medium sized club
- Since 2014: more pro-actively engaged
- 7 board members
- Diverse events and activities
- In 2014: 30 paying members
- In 2018: 43 paying members
- Potential: 200 paying members
- Provide a mix of academic, business, and social events
- Recurring events (e.g. Christmas dinner)
- Scaling events in NL requires collaboration with other alumni clubs and associations



Successes

- Monthly newsletters (739 subscriptions) + reminder boosters
- Professional, intellectual and social events (student fairs, negotiation and personal branding workshops, book launches, Keynotes and panels, monthly drinks, annual christmas dinner, global networking night)
- Diverse board with broad range of skills and interests that enhances the offering of the Club
- Near-finished update of the Club Website, LinkedIn page
- Development of Club app (2017) for increased member engagement
- Increased visibility in NL for alumni and network partners (Ivy Circle, Fulbright, John Adams Institute, et. al.)
- Expansion of the HCNL Board



Challenges

- Fundraising and membership.
 - Our revenues depend on membership fees. We have yet to find a magic formula to develop a sufficient financial base on which to build a strong program/activities for the members and thus improve our ability to widen the membership, which, in turn, could help with revenue from fees.
- Integrated social media + registration and payment services.
 - Automated membership would really save us time and effort as most (paying) members are happy to extend but often don't realize they have not paid.
- Back-end: "getting to an effective and efficient operation".
 - We made a lot of progress the past years, but need to finish what we started.

Any Questions?



Mail us: info@harvardclub.nl