

MEMBERSHIP MATTERS CASE STUDY: HARVARDWOOD

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Executive Director, Harvardwood

Celebrating and supporting lives in the arts, media, and entertainment for the Harvard community and beyond.



HARVARD
Alumni Association

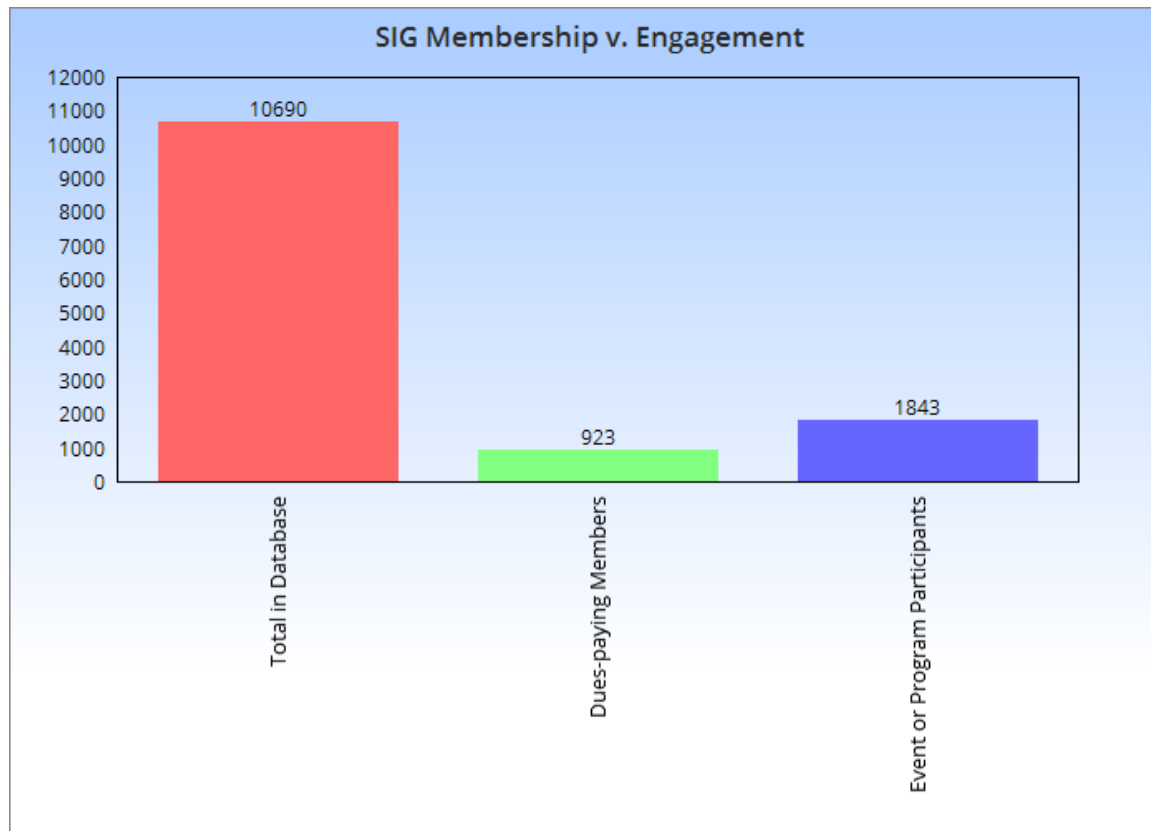
SHARED INTEREST GROUP PROFILE

HARVARDWOOD

- Founded in 1999
- Governed by an Advisory Board, and programs run by Board of Directors
- ~25 active volunteers (Board Members and Chapter Heads)
- Two part-time staff members: Executive Director & Development Officer
- Chapters in New York, DC, Boston, Savannah, Chicago, Toronto, and more
- Events in academic year 2018-2019
 - 0 virtual events
 - 20 in-person events (primarily in Los Angeles, New York, and Boston)
- Broadcast emails in academic year 2018-2019
 - 20 event- or program-specific communications
 - 41 weekly newsletters (Harvardwood Weekly)
 - 9 monthly e-pubs (Harvardwood Highlights)
- 0 mailings in 2018-2019
 - Harvardwood does not send out hard-copy mailings

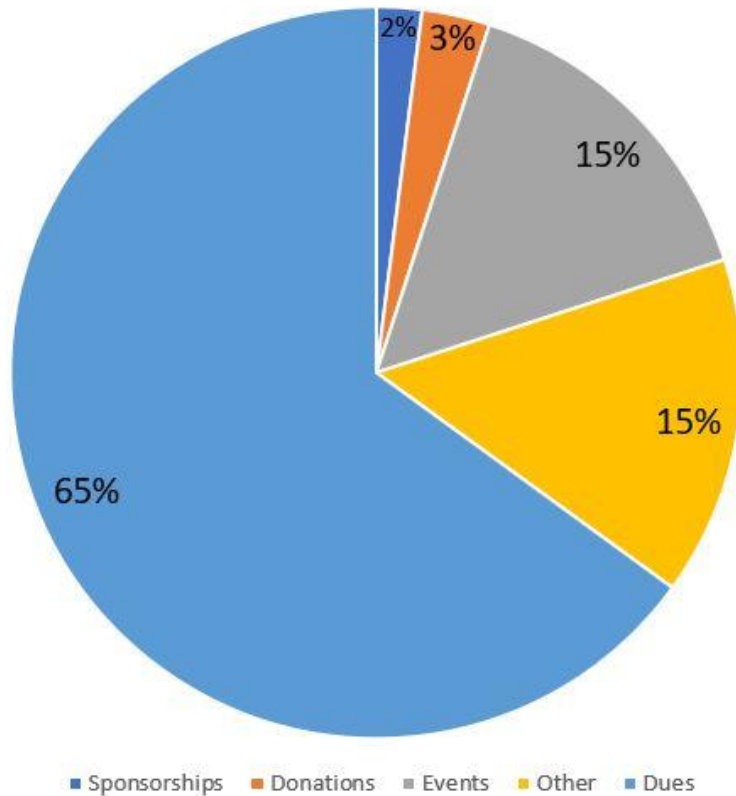
2018-2019 ALUMNI ENGAGEMENT

- 10,500+ Harvard students, staff, faculty, and alumni in database
 - approximately 900 dues-paying members
 - approximately double that figure in event attendance & program participation

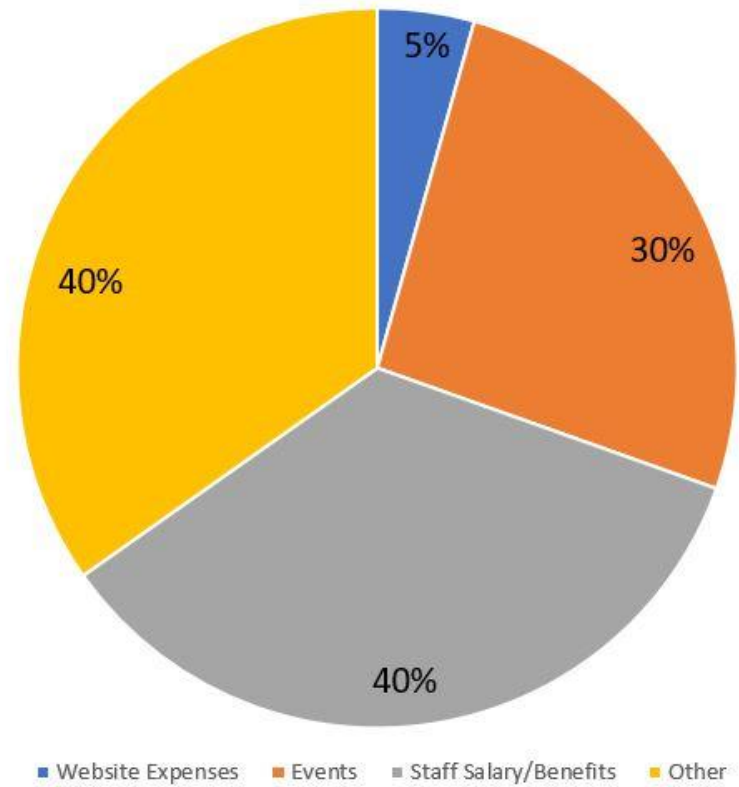


INCOME & EXPENSES

Annual Income = \$25,000+



Annual Expenses = \$25,000+



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

MEMBERSHIP NARRATIVE

VALUE PROPOSITION

- a community for students and alumni following less “traditional” career paths in the arts, media, and entertainment
- professional resources and educational programs to enhance career advancement opportunities

MARKETING APPROACH

- working together with other SIGs and local Harvard Clubs, as well as the Harvard Alumni Association (e.g., GNN, WTYC, HY Game)
- reaching College students via flagship programs, 101 & HSIP
- accessible programs that are open to all (Harvardwood Heroes)

NOTABLE SUCCESSES

- 20th Anniversary Celebration (September 2019)
- transition to virtual programming in light of COVID-19 outbreak
- program eligibility (HWP and HWC, 101 and HSIP, HMP)

NOTABLE CHALLENGES

- connecting (to) members based in geographical areas outside of our primary chapters
- spreading the word about Harvardwood to alumni more broadly

THANK YOU

HARVARD
ALUMNI ASSOCIATION

