Alumnae Association Board of Directors
Liaison Toolkit

A guide to use when interacting with Alumnae Clubs and Contact Areas

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1 PURPOSE

Provide Alumnae Board members with the information, process and communication guidelines they need to effectively interact with their club leadership, better support the objectives of the College and the mission of the Alumnae Association Board of Directors, and meet the performance responsibilities of Board Members.

2 ANNUAL CALENDAR OF EVENTS

The attachment lists all the touch points that the Liaison should have with Club Leaders and local clubs, if they live in an area that has an alumnae club, throughout the calendar year. It also includes the documents that need to be returned to the Alumnae Relations office after each Board meeting.

3 DUTIES / RESPONSIBILITIES OF EACH LIASION

This section defines what is expected of each Board member in their role as a Liaison. Each item listed below corresponds to an item on the Calendar in section 2.

3.1 CLUB LIAISON REPORTS AND TALKING POINTS

Talking Points will be provided to all Board members with an updated Club Liaison Report within 2 weeks of each Board meeting. The goal is to provide high-level topics for each liaison to discuss with their Club Leaders to ensure we are sharing a consistent message with them. Each Liaison has 1 month to contact their Club Leaders and return the completed Club Liaison Reports to the Alumnae Relations Office. The Alumnae Relations Office will publish the due date for all completed Club Liaison Reports at the conclusion of each Board meeting.

3.2 ASSIST ADMISSIONS BY CALLING DEAN SCHOLARS

Every spring, each Board member is expected to contact a small number of accepted students who have been selected as Dean’s Scholars. The goal is to personally call each student / parents to congratulate them on being selected to receive a Dean’s Scholarship from Saint Mary’s. The majority of these women have not made a final decision on the college they plan to attend so the extra personal touch this provides the student and her family can help convert these accepted students into Saint Mary’s students.

The Admissions office provides each Board member with a packet of information to use when making these calls. The packet includes FAQ’s to review prior to making these phones calls. The Admissions office also provides us with a form to complete for each student we are asked to call.
3.3 **ATTEND SPRING AND FALL BOARD MEETINGS**

Each Board member is required to attend all scheduled sessions and activities associated with the semi-annual Board meetings on campus to conduct affairs of the Alumnae Association. Meetings are held every September (Wed. evening through Friday afternoon) and every March (Thursday evening through Saturday afternoon).

3.4 **ASSIST WITH COMPLETING THE CLUB ANNUAL REPORT**

Each Club Leader is asked to complete an Annual Report for their club / contact area each August. The Liaison should contact their Club Leaders and offer assistance on completing the report. Club Leaders change every year so your Club Leader may be completing the annual report for the first time and may need assistance. The format of the Annual Report changed in 2008, which has brought up new questions from Club Leaders too.

If you are a new Liaison and would like to have someone explain the Annual Report to you, please contact the Alumnae Relations Office, your Board mentor or a member of the Clubs & Resources Committee.

3.5 **HOST OR ATTEND A CLUB EVENT**

If you live in an area that has an alumnae club, you should attend or host an event.

3.6 **ADDITIONAL COMMUNICATIONS WITH CLUB LEADERS**

Here is a list of additional topics that you should discuss with club leaders throughout the year:

a. Encourage Club Leaders to reach out to accepted students from their area in March / April.

b. Encourage Club Leaders to plan a reception for accepted students in April / May.

c. Encourage Club Leaders to acknowledge graduating seniors from their area in May.

d. Encourage Club Leaders to host a student send-off in August.

e. Encourage Club Leaders to plan a Founder’s Day or Christmas party.

f. Encourage Club Leaders to send care packages to the students from their area in December and May.

g. Forward email communications from the Alumnae Relations Office to your Club Leaders.

h. Please send a personal note to each of your Club Leaders at Christmas to thank them for all that they do to support Saint Mary’s.
4 DEVELOPMENT OFFICE

The Development Office at Saint Mary’s College provided the following information.

4.1 MESSAGE / IMPORTANCE OF ALUMNAE GIVING
Saint Mary’s needs every alumna to make a gift to the College every year.

The Saint Mary’s College Development Office provided the Alumnae Board with the following Message Brief regarding the importance of Alumnae Giving. This message brief can be shared with Club Leaders and Contacts. The College would prefer that this message not be mass mailed or transmitted but sent as follow-up to conversation with Alumnae Leaders.

Alumnae giving participation is important for the following reasons:
- **RANKINGS** - U.S. News and World Report includes alumnae giving participation as part of the total score compiled to rank Colleges and Universities. For the second year in a row, U.S. News & World Report magazine ranks Saint Mary’s College as one of the nation’s “Best Liberal Arts Colleges.”
- **RECRUITMENT** - Potential students look at the U.S. News and World Report rankings to select Colleges and Universities that are ranked nationally.
- **RESOURCES** - Corporations and Foundations look at alumnae participation as a way to gauge alumnae satisfaction with their degree and the institution attended. A low alumnae giving participation rate can limit the amount of money the College receives.

Every Alumna and Every Year Explanation:
When every alumna involved in a club or contact area makes a gift to the College each and every year, two important goals are accomplished: we retain the alumna in our participation totals from year to year; and we grow total participation by adding new donors. Saint Mary’s wins and all alumnae win.

In fiscal year 2008, alumnae giving participation was 32%. The goal for 2009 is 34% participation. We have to keep all of the donors who gave in FY 2008, and add an additional 424 donors to move up two percent in alumnae giving participation. We move up one percent for every 212 new alumna donors.

Every Gift
For an alumna’s gift to count in Alumnae Giving Participation figures, the alumna must do the following.
- Make a gift payable directly to Saint Mary’s College via a personal check, a personal credit card or a personal stock gift. The College prefers this method as it establishes clear donor intent.
- Gifts made payable directly to an alumnae club by an alumna who writes a personal check for club dues AND includes a contribution to support the alumnae club scholarship, the Annual Fund, or another current fundraising priority for the College, will count if the following procedures are followed exactly.
  1. Check from the club’s treasury is made payable to Saint Mary’s College.
  2. Current club president signs a letter that documents the intent of the donor’s contributions.
  3. List of all donors including alumna name, class year, address, and amount of donation and purpose of the contribution (Club Scholarship, Annual Fund or other College fundraising priority) is sent with the check and letter to the Saint Mary’s College Office of Development, 110 Le Mans.

A sample of the letter and spreadsheet is enclosed for your convenience and use.
Gifts made payable to Saint Mary’s College for the Annual Fund and/or Club Scholarships counts in participation. Gifts made to any of the College’s current fundraising priorities are included in the participation totals as long as the mode of payment is directed to Saint Mary’s College.

- Gifts made through an alumna’s company, donor advised fund, or family foundation **do not count towards alumna participation.**
- Please note that gifts from an alumna’s company, donor advised fund or family foundation are included in the total dollars contributed to Saint Mary’s College.

### 4.2 PURPOSE OF FUNDRAISING ([HTTP://WWW3.SAINTMARYS.EDU/ANNUAL-FUND](HTTP://WWW3.SAINTMARYS.EDU/ANNUAL-FUND))

- You believe in the education Saint Mary’s has offered since 1844 and you expect to see it continue for your daughter, your granddaughter, and for future generations. You expect Saint Mary’s to innovate, to lead, to excel and to be a shining example of the value of a women’s, Catholic, liberal arts education. You expect Saint Mary’s to be the best and to be recognized as the best.

- Donations, grants and financial support help cover the costs of the College’s annual operating budget. As well, these monies allow the College to pursue strategies for growth.

### 4.3 COLLEGE FUNDRAISING PROGRAMS

**The Annual Fund** ([www.saintmarys.edu/annual-fund](www.saintmarys.edu/annual-fund)) is vital to Saint Mary’s mission to educate women to make a difference in the world. Tuition covers 80% of the College’s annual operating expenses. Earnings from the college’s general endowment fund, summer programs and miscellaneous rentals provide additional revenue.

- The Annual Fund provides the College with the additional resources needed to meet the most important financial need of the College—financial aid and scholarships for its students.
- Gifts to the Annual Fund make an immediate impact by supporting the greatest need of the College.
- With generous Annual Fund support the College provides financial aid and scholarships to attract and retain the most academically talented young women from around the world.
- Alumnae, parents, friends and corporations are invited to support Saint Mary’s via a donation to the annual fund.
- There are 3 societies for giving under the Annual Fund: Madeleva, Tower and Avenue
- The Annual Fund is a yearly campaign that runs concurrently with the fiscal year of the College, June 1-May 31.

**The Annual Fund** focuses on **financial aid and scholarships for students.** In 2005-2006, nine out of ten Saint Mary’s students received some form of financial assistance; over $26 million in financial aid and in the form of scholarships, grants, loan, and work opportunities. Of these funds more than $11 million were from Saint Mary’s College and were offered in the form of scholarships and grant assistance. The Annual Fund contributed close to 21% of the money needed for financial aid and scholarship packages for 2007-08.

Over the past ten years, the Annual Fund has experienced continuing growth, this past year the Annual Fund raised close to $2.29 million. The goal for the 2008-09 fiscal year is to raise $2.4 million.
Memorial and Tribute Gifts (http://www3.saintmarys.edu/memorial) are directed gifts that can be made in honor of or in memory of a loved one. Saint Mary’s has several memorial and tribute gift programs:

- **Memorial Tree Program** ($500 donation): A plaque is displayed on each tree with a memorial inscription as well as the name of the species. Trees can be planted in a number of campus settings. Site and species selection are conducted in consultation with the donor, the family, and the College.
- **Teakwood Bench** ($2500 donation): A plaque for a personalized inscription is included for display on each bench. Benches are suitable for placement in a variety of campus settings. Site selection is conducted in consultation with the donor, the family, and the College.
- **O’Laughlin Auditorium Seat Campaign** ($300): This gift refurbishes a seat in the Auditorium.
- **Cushwa-Leighton Library** ($250): Saint Mary’s College Library will place a dedicated bookplate in a current acquisition recognizing an honoree. Donors may designate a specific subject area for the dedicated book.
- **Alumnae Memorial Scholarship Fund** (any): Established in 1994 by past and current members of the Alumnae Association Board of Directors, this endowed fund provides scholarship assistance to current students. Preference is given to relatives of alumnae.

The Alumnae Memorial Scholarship Fund generated $14,500 in award money, an increase of $1200 over last year. Three alumnae daughters and one alumnae sister are scholarship recipients this year.

**Planned Giving** (http://www3.saintmarys.edu/planned-giving) is a program that enables donors to include Saint Mary’s College in their estate planning. Donors that make a planned gift are included in the College’s Mother Pauline Society, Saint Mary’s College’s legacy giving society.

**Reunion Gift Campaign** (http://www3.saintmarys.edu/reunion-gifts) is a giving program that runs in conjunction with the Reunion celebration, each class conducts its Reunion Gift Campaign to not only commemorate their Reunion Year, but also to engage in a little friendly competition for a few Reunion Giving awards.

- **Reunion Scholars Program**: In its third year, the Reunion Scholars Program has awarded 237 scholarships to Saint Mary’s students. Over 90% of students receive some type of financial assistance; the Reunion Scholars Program helps the College provide the resources needed to meet this need. For every $5,000 your class raises, one student will be designated as a Reunion Scholar - your Reunion Scholar. Keep in mind all gifts, large or small, can make a significant impact when combined together with other gifts from your classmates.

**Matching Gifts** (http://www.matchinggifts.com/saintmarys/)

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Some companies even match gifts made by retirees and/or spouses. The impact of a donor’s gift may be doubled or possibly tripled!

4.4 **CLUB FUNDRAISING PROGRAMS (SECTION 6 OF THE CLUB HANDBOOK)**

**Endowed Club Scholarship**

In an effort to support students from their communities, many alumnae clubs have endowed need-based scholarships and financial aid awards. The endowed scholarship fund is a wonderful way for your Club to create an enduring contribution to both Saint Mary’s and students who hope to attend Saint Mary’s College. The Financial Aid Office chooses the recipient based on financial needs and any other special conditions of a particular club.

- A minimum of $50,000 is required to set-up an endowed fund.
• Alumnae Clubs can also set up an endowed financial aid award, there is a $10,000 minimum required to establish an endowed financial aid award.
• If a Club is interested in establishing an endowed scholarship fund or financial aid award, the club should contact the Alumnae Relations Office to discuss specifics.

**Student Emergency Contingency Fund**
This fund provides assistance for items not covered through other sources, such as books, medical emergencies, personal crisis, etc. (There is a critical need at the College for this type of fund.) The Director of Financial Aid administers the fund. Contributions of any amount may be restricted to this fund.

**Annual Fund Contributions**
Not every club is capable of supporting a scholarship; clubs are encouraged to make donations to the Saint Mary’s Annual Fund. Club Leaders are also encouraged to communicate with their club members the importance of each alumna’s gift to the College.
• Solicit donations for Saint Mary’s at events (separate check)
• Club donates money to Saint Mary’s Annual Fund (such gifts do not count towards participation goals but do count towards total dollars raised)
• Remind Alumnae to give (see message brief at top of document)

**Memorial Gift Contributions**
Those Clubs that are not capable of supporting a scholarship may want to consider a memorial or tribute gift. The club can fundraise together towards one of the many memorial gifts or tributes that the College has established.
• Club collects the checks from members. Donations are pooled to achieve a memorial gift.
• Memorial Gifts do not count towards Annual Fund goals. Memorial Gifts may count towards participation.

4.5 CONTRIBUTION DEFINITION
The IRS defines a charitable contribution as a donation or gift to, or for the use of, a qualified organization. It is voluntary and is made without getting or expecting to get, anything of equal value.

A gift may be cash or one’s own property other than cash and must have “donative intent,” that means the person must intend to make a gift to Saint Mary’s College.

A gift is not to an “exchange transaction,” for example like a sale in a bookstore, where you get something for its fair market value.

A gift is not the cost of raffle, bingo, or lottery tickets. The underlying issue is that the donor has received full value in return, namely the chance to win a valuable prize.

A gift is not the value of your time or service to the College when you assume a position on one of the College’s boards or councils.

– IRS Publication 526

**Alumnae Gifts that count towards participation**
1) Any alumna’s gift that has a clear intention that the gift is to be given to the College.
2) That intention is clear when an alumna gift is made through personal check, personal credit card or personal stock gifts.
From the Saint Mary’s College Development Office:
Please take the time to understand and communicate to your club members that to be counted as a donor to Saint Mary’s College, an alumna must submit her own check made out to Saint Mary’s College. The Club may collect and transmit the checks to the College. Our goal is to have 100% of those who think they are giving to Saint Mary’s counted in the participation percentage. This can only be achieved when the donation is made out to Saint Mary's from each alumna's personal account.

If a club is collecting money for their scholarship or for the Annual Fund then the following protocol should be followed. Money collected for dues or to help subsidize events and mailing costs do not count as donations to the College. These checks should be made payable to the Club.

Please contact the Development Office with any questions. Our current point of contact in the Development Office for this information is JudeAnne Wilson ’96 (jwilson@saintmarys.edu or 574/284-4580).

4.6 ALUMNAE BOARD MATERIALS

Fiscal Year Review
Every fall, the Board is updated regarding the College’s performance for the previous fiscal year. An example of this information is provided below:
In fiscal year 2008, alumnae giving participation was 32%. The goal for 2009 is 34% participation. Saint Mary’s will have to keep all of the donors who gave in FY 2008, and add an additional 424 donors to move up two percent in alumnae giving participation. Saint Mary's gains one percent for every 212 new alumna donors. By 2013, Saint Mary’s goal is to achieve 45% participation.

- This information should be reviewed with Club Leaders / Alumnae Leaders. This information will be updated each year.

- The Development Office provided this information. The Board has changed the name and focus of the Development Committee. It will now be the Alumnae Engagement Committee. Questions about this section should be forwarded to the Director of Alumnae Relations and they will consult with the Development Office to provide the appropriate response.

Demographic Report
Every fall, the Alumnae Relations office provides the Alumnae Board with a demographic profile of giving by geographic region. Each board member receives a report for the club or contact area with which she liaisons. It is recommended that the Board member use this report as follows:

- At the top of the report, see the Donor Group information. Use the most current fiscal year data for the total count of alumnae donors that fiscal year. Divide the total number of alumnae donors for that fiscal year by the Total Active Alumnae number in the first column of the report. This gives you the percent alumnae participation for the geo-region for that current fiscal year. By tracking this year to year, you can measure the impact of the effort by the Club leadership and the Alumnae Board liaisons to reinforce the Development participation messages.

- Use the Age Range Counts in the middle of the bottom of the report to target different events, programs, and messages to the different aged alumnae populations to better communicate important messages.
When holding fund raising events for Saint Mary’s College, invite all donors even if they are not active club members. This is the best alumnae population from whom to raise money for the College as they are already giving.

Use the Top Employers information to solicit support for events in support of Saint Mary’s College. Identify an alumna in each company to act as the Saint Mary’s College Alumnae Club liaison to seek corporate financial support.

Remind the Club leadership that when raising financial support for Saint Mary’s College at a club function, checks or credit card donations must be made payable directly to “Saint Mary’s College” to count in the alumna’s gift record and to count in the College’s participation calculations.

4.7 TIPS FOR INTERACTION WITH CLUB LEADERS

- Emphasize and communicate the importance of alumnae giving to Saint Mary’s (section 1 and 2).
  - Use the Development Office Message Statement: call Alumnae Leaders and talk through the Fiscal Year Review (section 6) and the message brief (sections 1 and 2). Once you have spoken with the Alumnae Leader, send her a copy of the message brief.

- Help Alumnae Leaders to understand what is considered a donation (section5)
  - Encourage clubs to request that donations be directed to Saint Mary’s (asking for a separate check made out to Saint Mary’s)
  - Raffles, auctions etc are not considered a donation.

- Share the Reports with Alumnae Leaders (section 6)
  - Use the Saint Mary’s College Fiscal Year to share with alumnae leaders how the college is doing re: giving etc.
  - This an important management tool for club leaders—it allows them to know more about the habits of their constituents, it may also encourage them to challenge their club/constituents to give in new ways.

- Encourage Club Leaders to have their clubs make an annual donation to Saint Mary’s.
  - Larger Clubs can consider scholarship or financial aid awards
  - Smaller Clubs may want to consider organizing a fundraising drive to benefit 1) Annual Fund or 2) Student Emergency Fund or 3) one of the Memorial Gift Opportunities
  - Use the message brief (sections 1 and 2) to highlight the importance of giving to the College.

5 ADMISSIONS

This section contains links on the Saint Mary’s College website with the latest Admissions information.

5.1 ADMISSION COUNSELORS

This link lists all the Admissions Counselors and their states/territories. There is also a link on this web page to the upcoming College fairs by state and city.

http://www3.saintmarys.edu/meet-admissions
5.2 **SPECIAL EVENTS AT SAINT MARY’S FOR POTENTIAL STUDENTS**

This link provides information on all Special Events on the Saint Mary's campus that potential new students can attend.

http://www3.saintmarys.edu/special-programs

5.3 **FREQUENTLY ASKED QUESTIONS (FAQ’S) ABOUT SAINT MARY’S ADMISSIONS**

http://www3.saintmarys.edu/admissions-faq

5.4 **WHY APPLY TO SAINT MARY’S?**

http://www3.saintmarys.edu/choose

5.5 **PROFILE ON LATEST FIRST YEAR CLASS**

A profile of the current First Year class is traditionally documented in the Fall version of Club Connections. You can get to the on-line version of Club Connections through a link on the following web page.

http://www3.saintmarys.edu/alumnae-club-resources

6 **CLUBS & CONTACT AREAS**

6.1 **COMMUNICATION PLAN FOR CLUB LEADERSHIP CHANGES**

The following steps should be communicated to Club Leaders and followed as much as possible when the leadership in a club changes.

a) Hold a meeting with all officers (old and new) to discuss the change and to designate who will be responsible for all the communications listed below.

b) Notify the Assistant Director of Alumnae Relations of the change in Leadership by phone and/or email. The current Assistant Director of Alumnae Relations is Jessica Stuifbergen. Her contact information is: 574-284-5332 and jstuifbe@saintmarys.edu.

c) Paper work (these may be hard copies or electronic documents) to be handed off to the new officers should include:
   - Handbook for Alumnae Club
   - Most current Club roster
   - Most current roster from the College
   - Notes or history about previous events
   - Old Club newsletters or other communications
   - Copy of “Alumnae Club Annual Report” sent to the College

d) Contact the bank your club has an account with if it is the treasurer who is being replaced. Have all signature cards and addresses at the bank updated.

e) Share with new leadership any knowledge not found in the paperwork you are handing off, such as key alumnae in the area who are frequently willing to help with events or serve as hostess, list of caterers or other vendors the club has used in the past and would recommend in the future, etc.

f) Contact your Alumnae Board Liaison to notify them of the new change.

g) Send Email or newsletter to your membership at large to notify them of the change.

h) Update the club web page.

i) Have the treasurer provide a financial report to the new officers.
6.2 **LIAISON ASSIGNMENTS: 2008-2009**

The inserted document is the list of Liaison Assignments for the 2008-2009 Board year.

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6.3 **TRANSITION OF CLUBS/CONTACTS AREAS BETWEEN LIAISONS**

As Board members and liaison assignments change, we need to have a consistent message to our Club Leaders and Contact Areas regarding their new contact on the Board. Here is the transition process that should be followed:

Former liaison needs to forward to new liaison:
- copies of Club Liaison Report from the previous October (2 years, if available)
- copies of Club Annual report (2 years, if available)

Former liaison should notify the Club leadership of the change in liaison either by, Email or written note (be sure to “cc” new liaison). Suggested text:

> **Dear “Club leadership”,**
> I am writing to inform you **New Liaison** will be your new liaison to the Saint Mary’s College Alumnae Association Board of Directors. **New’s** contact information is listed below. You will be hearing from her in the next few weeks to introduce herself and fill you in on our recent Board meeting. She will also want to be brought up to date with what is going on with your club.

> **New Liaison**
> 0000 New Liaison Lane
> New City, XX 99999
> home phone - 123.456.7890
> Email: new@liaison.xxx

> It has been a pleasure working with you. Please feel free to contact me if I can be of assistance to you or your club in the future.

> Sincerely,
> **Old Liaison**

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7 **BOARD OF DIRECTORS FORMS**

A large number of our Board members are women who were Club Leaders in their local areas in the past. As Liaisons, we should continue to encourage our highly active Club Leaders to consider applying for a position on our Board of Directors. The following is a list of link that you may find helpful in sharing with these women.

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7.1 **BOARD SERVICE INFORMATION**

[http://www3.saintmarys.edu/alumnae-board-service#duties](http://www3.saintmarys.edu/alumnae-board-service#duties)

This link takes you to:
7.2 **ALUMNAE CLUB ACTIVITY REPORT**

This document can be used by Alumnae Clubs to document information for an event. This should be completed and maintained for club records. This would also be used when submitting a story for the Courier.

ClubActivityReport.pdf

7.3 **CLUB OF THE YEAR NOMINATION FORM**

This should be completed when a club is nominating itself for Club of the Year.

CluboftheYearNominationForm.pdf

8 **FREQUENTLY ASKED QUESTIONS**

The following FAQ’s should be referenced and updated as policies change at Saint Mary’s.

Q. Who do I contact to send emails to my club?
A. Club leaders can send emails one of two ways. They can contact the Alumnae Relations Office to have a ‘blast email’ sent; this will be sent to all alumnae with registered email addresses in the club area. Some club leaders also keep a compiled list of email addresses and choose to form a listserv of active club members. Either communication tool is fine and can prove necessary in different situations.

Note: If using the Alumnae Relations Office for blast e-mail, please provide a minimum of 72 hours (workweek) notice.

Q. How do I schedule President Mooney or other College Administrators to visit my club?
A. The Saint Mary’s College Administration is willing and able to visit alumnae clubs for speaking engagements. They can offer a wealth of information about the college and may help to stimulate alumnae involvement in different areas. All visits by College Administration should be scheduled through the Alumnae Relations Office. However, it is important to note that the club bears the cost of the event – which could be a problem for a small or inactive club.

Q. What format or atmosphere does Dr. Mooney prefer when addressing a group?
A. Dr. Mooney prefers a formal setting when speaking with alumnae. This could be a speech during a dinner event or simply a formal speaking engagement. Other College Administrators, such as the Director of Alumnae Relations, may be willing to meet in an informal setting.

Q. My club seems stagnant, how do I engage new alumnae to be involved in the club?
A. Each year, the Saint Mary’s alumnae pool is refreshed with new and excited alumnae ready to be reconnected with Saint Mary’s. The various Alumnae Clubs offer an avenue for alumnae to
stay involved with Saint Mary’s throughout their lives. Alumnae can register their contact information with the College; through these means of communication, alumnae can be reconnected. To engage new membership, start with a ‘blast email’ or a newsletter sent to all area alumnae. This simple means of communication may encourage people to come out for one event or participate in club leadership.

Q. How do I find ideas on what types of events to host?
A. With the differences in club size and participation level, the frequency and type of events can differ greatly from club to club. One helpful resource to find new information regarding events is the Club Connections Newsletter. Sent bi-annually this newsletter from the Board features a section highlighting club events. The Club’s Annual Planning Report Club also lists programming ideas. Leaders can also contact your Board Liaison or the Alumnae Relations Office for additional ideas.

Q. How can I engage someone to take over as club president?
A. Life changes fast! Club leaders may seek to engage new leadership in a number of ways. Club leaders can find interested alumnae by contacting the Alumnae Relations Office; they often have a good handle on who in the area would be willing to take over leadership positions. Another way to solicit new leadership is to personally identify alumnae in the club area who have taken an interest in the club. Perhaps there is someone who comes to most events or has expressed interest in the club structure.

Q. Is there a requirement for the structure of my club?
A. Saint Mary’s College Alumnae Clubs are all different. They have varied structures, membership numbers, and meetings. There is no single formally recognized club structure. Each club prepares a structure and by-laws; which best suit their situation. Clubs are encouraged to meet at least once a year.

Q. I’m new to club leadership, what kind of support can I expect?
A. The Alumnae Relations Office and Alumnae Board are here for club leadership. If club leaders have any questions they can contact either their liaison or the Assistant Director of Alumnae Relations. All parties dedicate themselves to supporting our volunteers! Specifically, the AR Office can print mailing labels for clubs, send blast e-mails, assist with design and production of newsletters, and connect local alumnae to clubs. The AR Office can facilitate club event invitations if they are postcards that are 8.5 x 11 invites. The AR Office and Saint Mary’s College Marketing department cannot design or print custom designed invitations. The Alumnae Board Liaison can answer a host of questions and works to keep the club leadership connected to the college through regular conversation and visits when possible.

Q. Who do I work with in the Admissions Office to assist with recruitment in my area?
A. The Admissions Office relies on the support of Alumnae to spread good news about Saint Mary’s. Alumnae can help the Admissions office by using the Alumnae Endorsed Certificate, hosting an event, and attending a college fair on behalf of the college. The Admissions Staff web page (http://www3.saintmarys.edu/meet-admissions) lists email addresses of the admissions counselors and details their territories. See the Admissions Section of this toolkit for additional information on the admissions process.

Q. How do I know if there is a college fair in my area?
A. A list of college fairs and high schools, which Admissions Counselors visit, is available from the Admissions staff web page (http://www3.saintmarys.edu/meet-admissions). Other fairs may be in the club leader’s area that the staff is not visiting. The Admissions Office maintains a comprehensive list of college fairs that can be obtained by contacting the office directly.

Sample Conversations and Talking Points
Conversations with your club leader should be just that, conversations. Try to keep a light tone and don’t be domineering or condescending.

- Start out by asking how her family is, what she has been doing, etc. Try and take notes on conversations to make sure you remember small details about her personal life.
- If your call follows an Alumnae Association Board of Directors meeting, fill the club leader in on what has been happening on campus.
  - Talking points from the Alumnae Relations Office generally follow Board meetings, share appropriate information with your club leader.
- Ask how things have been progressing with their club. Again, take notes and use your resources (like the Club’s Annual Planning Report) to inquire about the status of various events and success of projects.
  - Try and get a feel for the stress level of your club leader. If she seems to be overwhelmed with the duties of club leadership, make a note and ask the Alumnae Relations Office to check in with her.
- Share tips and pointers on successful club events you have seen.
- Ask if she has any questions or concerns about her club.
  - Is there anything that she or the club needs from the Alumnae Association Board or the Alumnae Relations Office?
- Take time to thank her and reassure her that we greatly appreciate her time and talents!
- Set up another time to talk or follow up with any other issues she has.