

VOLUNTEER OFFICER EXPERIENCE

**Bringing the Community Together in 2023:
Events to Engage Alumni**

VOX Conference

Inspiring and sustaining volunteer leadership and community virtually



Session Agenda

- Club and Group Programming Overview
- Dartmouth on Location Case Study
- Club and Group Programming Best Practices in Action
 - Women of Dartmouth
 - DC Pioneer Valley
 - DC Dallas



Why do events?

- Facilitate connections among alumni and to the College
- Provide a forum through which graduates can share career and life experiences
- Promote lifelong learning through educational programs
 - Expand Dartmouth's brand and reach
 - Build community



Events are the heart of our clubs and groups, and the activities you choose to host reflect the spirit and character of your members and the richness of the Dartmouth network.



Organizations should host a variety programs to expand engagement and offer different ways for alumni to connect to each other and to the College. Programs should be diverse in location, time, and content, and should be as accessible as possible to all members.

Dartmouth Club and Group Programs

- **The Dartmouth Club of the Gulf Coast** arranged a Crawfish Boil at Dartmouth, bringing Gulf Coast cuisine and camaraderie to the club's Louisiana and Mississippi students
- **The Dartmouth Club of New York City** held a virtual speaker panel featuring Dartmouth alums who work in professional sports. It was moderated by **Russell Wolff '89, TU 94** - Executive VP and General Manager, ESPN+.
- **Dartmouth Club of Western Washington** held several social and athletic programs, including hosting Dartmouth soccer in Seattle. They also held a dues drive and holiday party, and an ice skate game night at the new NHL Seattle Kraken facility
- **DGALA (Dartmouth LGBTQIA+ Association)** partnered with **DAPAAA (Dartmouth Asian Pacific Alumni Association)** to hold a virtual discussion with Novelist and Associate Professor Alexander Chee.



Big Green Affair



- Big Green Affair events are unique experiences that provide an opportunity for young alumni to gather, get to know one another, and have fun. Adventure together in YOUR city!
- Alumni will meet new people or reconnect with old friends through casual conversations and networking to spread Big Green pride and show off what makes your city the best! Big Green Affair events take place around the world, usually in September
- Volunteer Engagement can usually provide financial assistance for the event



Community Service

- Dartmouth Season of Service begins on April 1st.
- For groups who like the idea of targeting a specific "Day of Service" to rally the Dartmouth community, May 6th, the first Saturday in May, is the day.
- The Dartmouth Serves can help you find or organize an event, search for volunteer opportunities and has a watch a webinar on organizing a service event.
- If your club or group does not have a service chair, we strongly recommend that you add one





Faculty Speaker Program

Faculty Speaker Program Process Overview

- Partnership between Volunteer Engagement and Lifelong Learning
 - Lifelong Learning works with faculty on various alumni programs, including Back to Class talks, Dartmouth On Location events, and Dartmouth Alumni Travel
- Complete the request form here to initiate the process:
<https://alumni.dartmouth.edu/speaker-request>
- The more notice the better - but we ask for at least three months advance notice if the event date is not flexible





Faculty Speaker Program – Cont'd



- Fill out the form entirely – especially if there are specific speakers or topics of interest!
- Volunteer Engagement will coordinate with Lifelong Learning to confirm speaker availability & send an invitation
- If you need suggestions for a speaker or a topic – we can help!

Lifelong Learning Programming

Dartmouth on Location

Danielle Sparks

Director of Lifelong Learning Strategic Planning and Event Operations

Majestic Terhune

Lifelong Learning Coordinator



Our Mission

- **To provide educational engagement opportunities** between the College and alumni
- **To encourage connections among alumni, students, and faculty** across the country and around the globe
- **To bring together alumni and friends with faculty of the College** to showcase today's Dartmouth and to **encourage lifelong, experiential learning.**
- **To acknowledge alumni expertise** and use that expertise in service to alumni, students and faculty.





Lifelong Learning Educational Content





Dartmouth on Location

DARTMOUTH

**12-15
In- Person
Events**

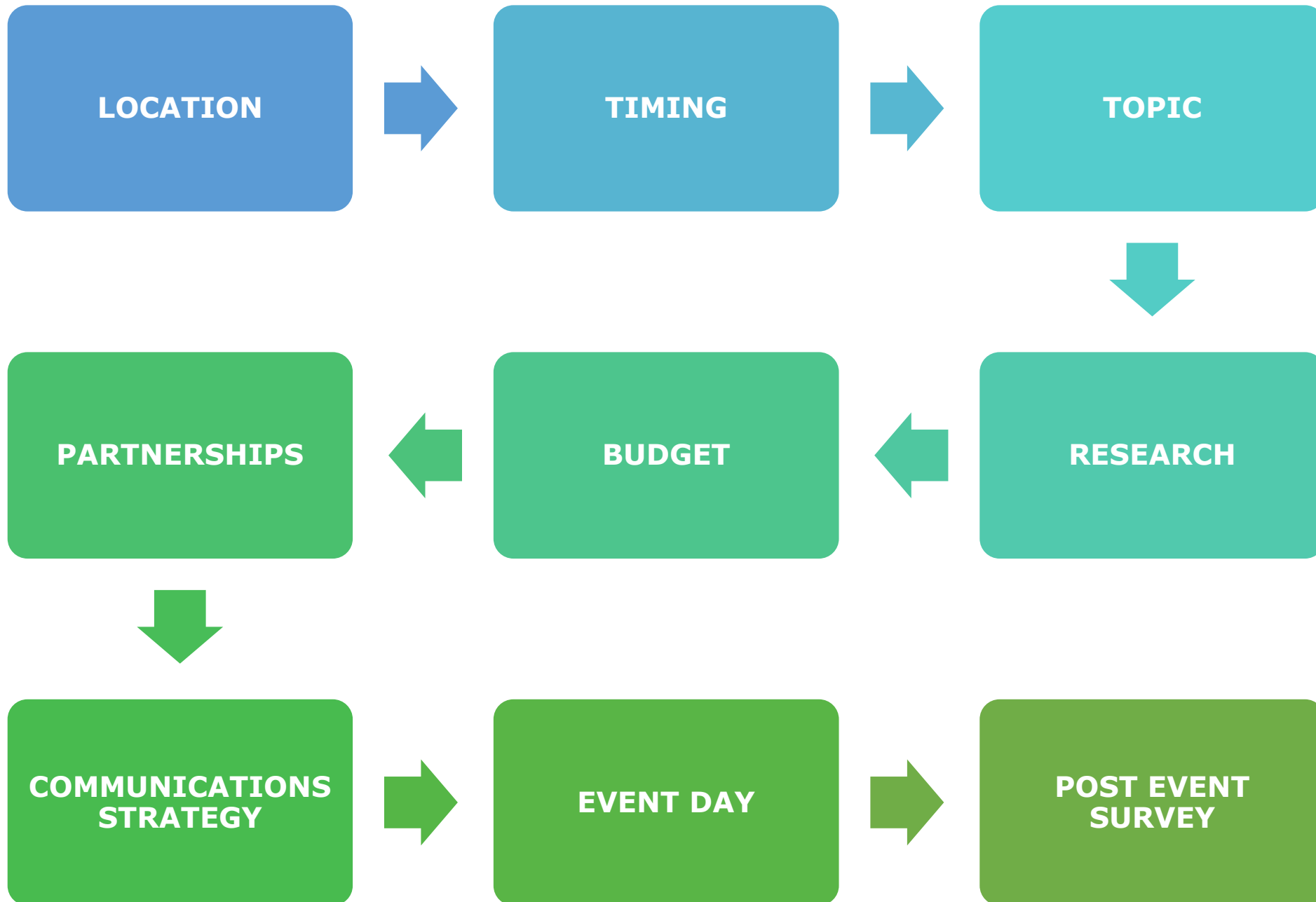
**Expert
Dartmouth
Faculty**

**Bring
Research
happening
on Campus
on the road**

**Reach of
2000+
Dartmouth
Alumni**

**Social
Engagement
Opportunity**





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DARTMOUTH ON LOCATION: What Makes Ramses so Great?





Dartmouth on Location: What Makes Ramses So Great?

- **Location:** de Young Museum in San Francisco
- **Timing:** Late January before exhibit ended
- **Topic:** Reign of Ramses the Great with expert faculty speaker
- **Budget:** what will event look like?
- **Partnerships:** local clubs and volunteer leaders
- **Communications Strategy:** regional email, social media, club emails
- **Event Day:** Run of Show, email reminder; Speaker Briefing
- **Research:** Post-event survey

What is THRIVE?

Series of webinars by and for
Women of Dartmouth

Started March 27, 2020

Volunteer presenters, Women of
Dartmouth, something to share

Topics: Make a more fulfilling life

42 webinars to date

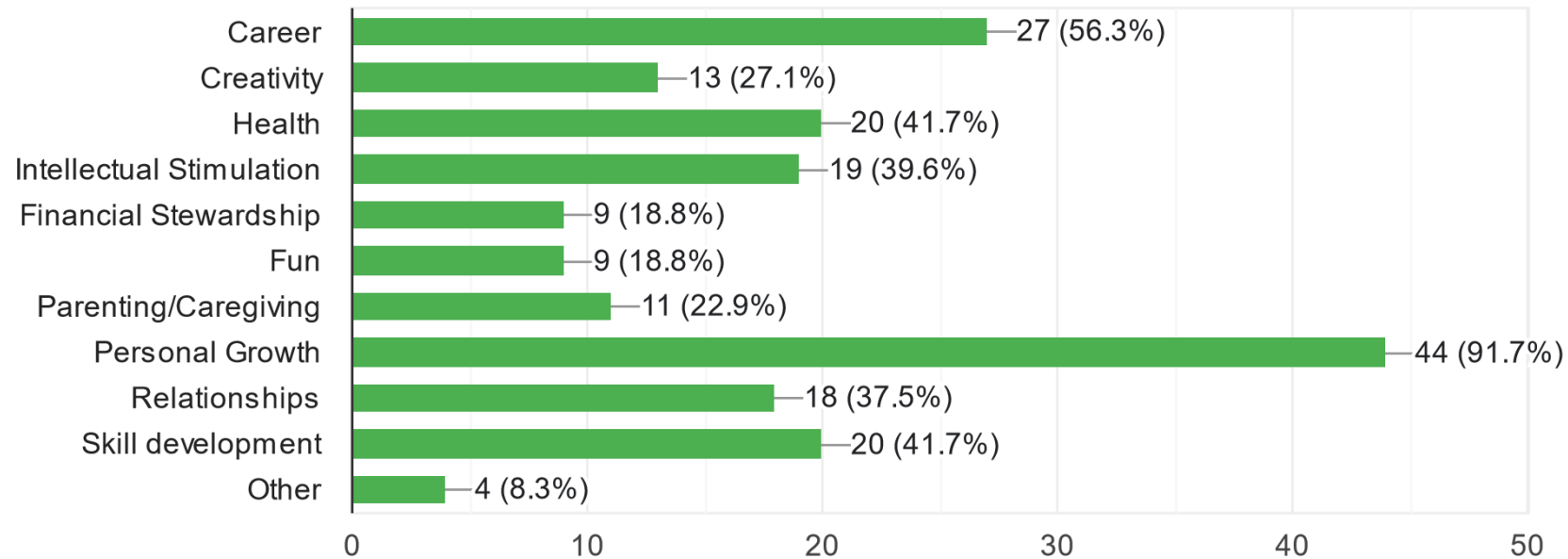
16,000+ audience to date



Types of Programs that are THRIVEs

Which area(s) of interest does your event cover? (select all that apply)

48 responses



THRIVE Webinars Subject Areas



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11

Top THRIVE Topics

Overcoming Overwhelm for High Achievers

Confidence, Imposter Syndrome, and Your Inner Critic

Zig Zag: The Secret of Successful Careers

Implicit Bias

Managing emotions with skill: A brief introduction to the principles of CBT

Ditch Your To Do List (Time Management)

Transforming Challenging Relationships

Tactics for Racial Justice: Building an Antiracist Organization and Community

Heal Yourself with the Mind-Body Connection

Brain Science Backed Strategies for Easing Prolonged Stress

Top THRIVE Topics- cont.

The 3R Model to Process Anxiety and Amplify Your Authentic Voice

Five Steps to Financial Wellness

Break the Habits Holding You Back at Work

The Grit Factor

Self-Care SOS: Tools to Release Stress and Anxiety

Body Wisdom: The Secret to Creativity, Joy, and Living Authentically

Shining a Light on Women's Financial Journey

From Maternity Layoff to Business Owner

More THRIVE topics

Stop, Look, Look Again: Art as Experience

The Other Half of Single: Finding Joy in an Unexpected Single Life

Food and Finance: Cultivating Your Financial Taste Buds

Decarbonization: What is it and Why is it So Important

Mobilizing wealth & class privilege for social justice

THRIVE Marketing: Building the Audience

Principles: Consistency and Ease

Marketing = emails

Cadence: One announcement email 10 days before;

One reminder day before

Plus personally send a reminder the day of to all who are registered

Registration link: Created from information in Presenter Request Form

Title

Description

Part one: Why this topic/workshop is valuable=> Page one of registration

Part two: How presented/ results the audience will get=> Page two

Bio (as provided)

Photo (provided)

Why THRIVE Virtual Events Work

- Always going to learn something
- Valuable in making a life more fulfilling
- Connection to other Dartmouth grads and the college
- Showcase Dartmouth-educated experts
- Use Breakouts for connection
- No Cost/ Free to participants
- Easy to run

Thrive webinars support the mission of **Women of Dartmouth**, which is
To connect women of Dartmouth around the world to celebrate, enrich and inspire one another and the College.

How to Plan Events Without Pain

Ellen Brout Lindsey '81
President, Dartmouth Club of Pioneer Valley



Brainstorming Session

- Hold it in late spring
- Big open meeting
- Invite alums who are regulars or enthusiastic
- Online or in person
- Big events and small events
- Freewheeling - no bad ideas
- Keep running list in google docs - maybe next year - or can spark ideas





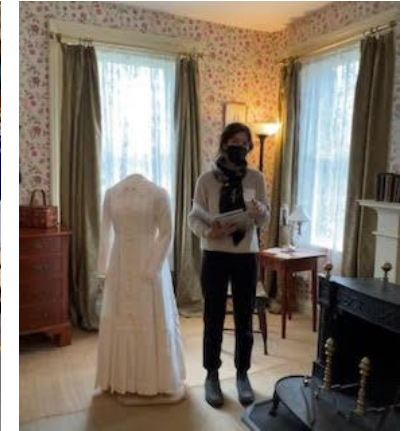
Know Your Demographic

- Send out survey every few years
- Our Club members told us no more zoom!
- Lots of hikers and outdoorsy folks



What Works for Our Club

- One big signature event
- One event with current students
- One advance payment event – Emily Dickinson Museum, Pilobolous, “Feeding the Dragon”
- Service projects
- The rest are simple no-strings events



Our Paid Event Model

- Annual spring dinner with speaker
- Club pays overhead, attendees pay their meal costs, cash bar
- Dues-paying members and their first guest get \$10 discount or free drink
- Steep discount for young alums



Expand Your Team



- Encourage alums to bring non-Dartmouth friends and family
- Are students home on break?
- At your events - turn on your radar and charm - great opportunity to tap enthusiastic alums
- Don't scare off new volunteers - baby steps
- If you have geographic or demographic gaps, ask others – “we will support you!”

Our Event Mantra



- Simple is good. Small is good.
Free is good.
- Hold events someone in your Club wants to organize
- Our tried-and-true recipe:
outdoor event & optional meal
- Hiking, biking, snowshoeing,
kayaking events with 4-12 attendees
- often different folks!

- Bring your Dartmouth banner
- Post photos and event writeups on
your Club website



Dartmouth Club of Dallas – Annual Events

- **January-March: Keystone Event (60-70 in attendance)**
 - Largest event of the year with best turnout
 - Charge \$50 per head for event (includes dinner and two drink coupons)
 - Collect dues for the coming year, encourage sponsorships of book awards, scholarship fund, & interviewing sign up
- **February: Dartmouth Parents' Afternoon Tea (40 in attendance)**
 - Our parent liaisons host an afternoon tea for all current Dartmouth parents
 - Wonderful opportunity for parents to socialize and serve as resources for one another
 - Location: the home of an alum or current Dartmouth parent
- **April: Admitted Students Party (60-70 in attendance)**
 - Includes newly admitted students and their parents as well as alums who have participated in interviewing
 - Each admitted student is given a Dartmouth mug
 - Location: the home of an alum
- **May: Day of Service (40 in attendance)**
 - We chose a service organization each year that has a Dartmouth alum on staff/on board/etc.
- **August: Send off Party for Matriculating Freshmen (50 in attendance)**
 - Includes matriculating freshmen and their parents, alumni interviewers and Dallas Club executive committee
 - Heavy appetizers served
 - Location: the home of an alum
- **October: Football Watch Party (60 in attendance)**
 - Cheer on the Big Green at a local pub owned by a Dartmouth alum

Dartmouth Club of Dallas- Keystone Events

Keystone Events from the 2020-2023:

- **An Evening with Dean Scott Brown at Royal Oaks Country Club**
 - Dinner and discussion by Dean Brown on "What it's like to be a Dartmouth student today"
- **Casino Party - "License to Chill" Winter Carnival Theme**
 - Dinner and blackjack tables
- **Kimball Art Museum Tour of "Turner's Modern World" led by Deputy Director of Kimball, George Shackelford '77**
- **Virtual Viewing of "Early Daughters of Dartmouth" film with Martha Beattie '77 as moderator**
 - Several of the female exchange students from the early 70s joined us on the zoom, giving firsthand experience of what it was like to be one of the first few women on the Dartmouth campus



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THANK YOU!

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