

Clubs and Regional Programs Update

ASSOCIATION OF ALUMNI AND ALUMNAE OF MIT

Club Printing Basics

In the era of web leveraged communication, why are we still printing information?

Printed pieces with the right planning can be cost effective, innovative ways of communicating to supporting programs and initiatives. Flyers at an event or meeting can remind people of important information. Mailers, letters and postcards reach the 44% alumni who don't have email while reinforcing email and Web communication to those that do.

With the constraints of any club budget, it's best to think of the printed piece as a hired representative of the club. This representative should be given one objective and stay focused on three priorities to meet the objective: give enough information, communicate clearly and don't overwhelm.

The clubs basic printed pieces consist of newsletters, a membership drive and event notices. In planning the printing budget and design for these pieces you should determine:

- AUDIENCE – who is the audience, population, casual or business?
- TIMETABLE – is this for a mailing, meeting handout, or date-sensitive invitation?
- USE – is this for one time, monthly, quarterly, all events, mail-only correspondence?
- CONTENT – what will be economical yet fit reasonably in the piece?
- RESPONSE – if there's a reply portion, will it be returned to a person who can handle questions or response information for survey, guest list or financial reporting.

Newsletter

Some smaller clubs will usually mail a letter or flyer enclosed in an envelope. The envelope and stuffing it could be reduced or eliminated by using the following format: 11" x 17" format folded to a standard mailing size then wafer-sealed for mailing and can be generated by any print house or basic copy center. For mail processing purposes, the spine fold should be on the right-hand side and bottom of the address. (The printed Clubs and Regional Programs Update is set up in this format.)

Membership drive

An effective drive usually contains a letter from a club officer highlighting the events of the past year, membership benefits, outreach programs and scholarships supported by the Club. With enough foresight, some clubs even feature upcoming events and new community initiatives providing added incentive for alumni to join.

This letter is usually accompanied by a membership application which affords the alumnus an opportunity to fill in individual club surveys and update information for an alumni club directory. Many clubs offer tiered pricing or complimentary membership for recent graduates and class years of fifty years and older. Membership drives should include a #9 reply envelope as a courtesy to the club constituency.

Invitation/Event Flyer

There are as many possibilities as there are events. A standard three-fold flyer or basic "occasion" format offered by a printer or copy center which is used for wedding invitations. Some smaller groups use preformatted cards furnished by national office supply retailers whether online or store based. They offer a variety of colors and some provide formats on disk or online to use with the product.

Please be sure to forward copies of any printed club materials back to the Association. Printed materials archived with the Association aid in tracking the history of a club and copies are often forwarded as examples to club volunteers throughout the Association.

If you are looking for examples or copies please contact us at clubs@mit.edu.

Club Membership Data

Each club must provide a list of dues-paying members annually and updates are accepted on an ongoing basis. This information may be forwarded to Marilyn Finlay at [<mfinlay@mit.edu>](mailto:mfinlay@mit.edu). In subject line of message type "Membership Update - Club of _____" and in the body of message, type your name, contact information and your Club Position.

Do not send address changes in a membership update e-mail; post a separate message for those changes. Again, allow ten days from the receipt of your e-mail until the alumnus membership record is updated.

Tips on Club printing

- Get quotes from different vendors. If you have a vendor you prefer who has bid higher, ask them to match or better the quote of the lowest competitor.
- Look at pieces by other non-profit groups such as civic organizations, church and community groups. If you like what you see, ask for their print vendor. These groups are in the same boat as you, so they are looking for a deal too. When dealing with a vendor be sure to mention the group piece which caught your attention.
- Some clubs use heavier paper stock for a copied flyer and have it "off end" folded to use the mailing label as a way to seal to the flyer. (The end of the flyer is in the center of the final address panel.) This saves money on wafer sealing & envelopes.
- Be sure to include reply address, email and web address on response form. If the reply envelope is lost or separated, recipients still have a way to contact the club.
- Printed pieces requiring a reply, especially payment, should have a reply envelope enclosed whenever possible: it's considered standard courtesy. It insures more accurate mailing and timely response from the recipient and average cost is about a nickel a piece before copying or printing. Using an 11" x 17" newsletter with membership reply, consider having a #9 reply envelope inserted in the spine when it's folded.
- When using a standard #10 business envelope which has time-sensitive information, consider putting a small highlight line or note below the return address.
- Returned mail should be forwarded to Marilyn Finlay via email who can code the alumni record addresses so that they won't be used in future mailings until the alumni update their addresses. Her email address is <mfinlay@mit.edu>.

Volunteer Opportunities Bulletin Board

If your club has not previously taken advantage of the Association's bulletin board for posting volunteer opportunities, Fall is a great time to do so. The Volunteer Opportunities Bulletin Board was promoted to all alumni via the Tech Connection email newsletter in August, as well as in the September issue of Technology Review. This resource provides a centralized posting board for you to publicize local volunteer opportunities, whether they are officer positions or one-time volunteer roles. We urge all clubs and affinity groups to make use of the bulletin board; several clubs and groups have reported good recruitment results from its use to date.

Post your local opportunities today at
https://ans.mit.edu/volunteer_jobs/ListJob.dyn

Speakers Bureau

Is your club or group looking to host an MIT faculty speaker?

The Speakers Bureau offers faculty speakers to all organizations that qualify with the speakers' travel costs expensed to the Association. The organizations that qualify should begin planning now.

Requests for those speaking on cutting edge research and current topics are always in high demand. With academic responsibilities and travel schedules, the Bureau needs at least three months lead time to book arrangements. If you have not already contacted Louis Alexander, please do so soon.

All you need do is give us an idea of the type of event you are planning, a range of possible dates, and either some specific faculty members you would like to speak or areas of research you think would be of interest to your club. Send this through our form on the Web at <http://web.mit.edu/alum/giveback/speakersbureau/> or send an email directly to Louis Alexander at: lalexan@mit.edu.

MIT World

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