Every Dartmouth graduate is a member of multiple “communities” within the larger Dartmouth family. Some of these communities arise from our time as students (e.g. undergraduate class, or professional school). Others stem from who we are, for those alums who elect to align themselves through those channels (e.g. gender or ethnicity). Still others are based on aspects of our lives today (where we live, or our current professions).

Dartmouth has more than two hundred different alumni organizations, each corresponding to one of these various communities. One of the best ways we, as alumni group leaders, can foster connections among alums is for two or more organizations to collaborate more proactively, encouraging our constituents to take advantage of activities that are offered by other alumni organizations and planning joint activities that bring together alums from our different constituencies.

This Best Practices Guide is intended to assist Dartmouth alumni organizations by identifying a few easily-implemented steps that can advance that effort, and by providing examples of joint activities that have worked in the past and that may spark ideas for collaboration between your organization and another Dartmouth alumni organization.

This guide was compiled by a working group of the Communities Executive Council (CEC) made up for Club and Group leaders in 2018-19. For more information, please contact the Communities team at alumni.relations.communities@dartmouth.edu.

Collaboration 101: Easy Steps

- Establish open lines of communication between your group and potential overlapping / adjacent ones.
- **Who?**
  - For geographic Dartmouth Clubs:
    - Affiliated Groups (BADA, NAAAD, etc.), Shared Interest Groups (DLA, DAEMA, etc.), and Women of Dartmouth Communities that are active locally
    - Dartmouth Clubs that are geographically adjacent
  - For Affiliated Group and Shared Interest Groups:
    - Local geographic Clubs where you have active members
    - Other Affiliated Groups and Shared Interest Groups and Women of Dartmouth Communities where you have active members

To find clubs or groups, start with the Dartmouth Clubs and Groups directories.

*Find a Club:*  [http://alumni.dartmouth.edu/connect/find-club](http://alumni.dartmouth.edu/connect/find-club)

*Find a Group:*  [http://www.alumni.dartmouth.edu/connect/find-group](http://www.alumni.dartmouth.edu/connect/find-group)
• **How?** A “push” model. Share dates of events and send invite copy to a designee at each other alumni org. Where appropriate, ask them to push your invite out to their members, add it to their website, etc.

• **To Whom?** Start with the President or senior leader unless directed to someone else. Copy Communications chair for organizations that have such a position.

• Invite another organization to be a Co-Sponsor of an event your group is holding.
  • Not every “collaboration” entails joint planning. Sometimes it can be as simple as inviting another alumni organization to be a co-sponsor and having them cross-promote the event to their own constituents. (e.g. inviting an affiliated group to co-sponsor a local club or class happy hour)
  • Classes often look for mini-reunion opportunities that leverage existing alumni events. Where appropriate (e.g. a sporting event gathering), invite a few classes to hold mini-reunions “within” your event in return for some cost sharing or hold events before or after another event. (e.g. hold a class happy hour before or after a Dartmouth on Location or presidential visit)

Collaboration 201: Intermediate Steps

• **Systematize** the communications between your organization and others.
  • **Who?** The same alumni organizations noted above.

• **How?**
  • A “pull” model. Establish a protocol with each other alumni group. Then actively monitor one another’s websites, social media, and other communications, and extract as appropriate. Designate a person to handle this role and perhaps a regular time to check in on a monthly or quarterly basis to coordinate around upcoming events
  • Establish links on each other’s websites or in communications, as appropriate
  • Shared Planning Calendars: A working group of the CEC is exploring shared online calendar platforms, which would enable alumni organizations to know what other (overlapping or adjacent) groups are planning, to avoid scheduling conflicts and elicit opportunities for collaboration

• Invite another organization to **Jointly Plan** an event that you have conceived.
  • Would your constituents be interested in an activity that will occur in another Club’s geography? (e.g. urban club planning a hike in a nearby suburban/rural area)
  • Take the same model, but in reverse. Are you in a suburban or rural area with a local “gem” that would be of interest to alums in a nearby metro club? (e.g., a summer arts venue)
  • Is there a local event that is of special interest to your constituents, but of general interest too? (e.g., an arts exhibit with a particular artist or focus)
  • Think about unique strengths or assets - This can be relevant for promotion as noted above but it can include other factors. Does one group have access to an interesting
speaker? Has one organization established a good working relationship with a particular venue and they can now host a larger event? Does one group have a robust social media presence that they can utilize to drive attendance?

**Collaboration 301: Advanced Steps**

- Board representatives where there is a critical mass (e.g. Several metro clubs have board reps from each affiliated and shared interest group)
- Regular check-ins/point people/liaisons between organizations - this could be a developed regional calendar as noted under 201; however, it can include a regular check-in between a central group and relevant leaders/collaborators from other organizations. (e.g. host a regular dinner between regional affiliated and shared interest group leaders or hold a joint retreat between regional club leaders)
- Planning regularly together -- this does not mean every event has multiple organization promoters and sponsors -- rather is there a set and predictable schedule of activities and clear process for approaching new activities? These could be quarterly or any other schedule. (e.g. holiday party that regularly includes affiliated groups or collaborative service event)

**Examples of Successful Collaborations**

The following are just a few examples of successful collaborations that have taken place in the recent past. These are not intended as templates that you would need to replicate in their entirety - although you could - but rather as “food for thought”, to help you develop your own ideas for joint activities that leverage the resources in your own region and that would resonate with your own constituents.

**1. LARGE OR METRO CLUB WITH DIVERSE ARRAY OF GROUPS**

*Dartmouth Club of Los Angeles – DUSA – DAEMA*

1. DCLA reached out to DUSA and DAEMA to co-sponsor the Los Angeles region’s Day of Service at the Los Angeles area VA Hospital.
2. DUSA provided the connection to the VA Hospital.
3. The three organizations jointly created a budget for the event and each contributed financial support for it.
4. DCLA handled the main logistics of the event, including creating the sign-up form on its website, purchasing gift bag items for the veterans, and coordinating food for volunteers.
5. DAEMA and DUSA promoted the event to their membership through email and social media.
6. Each group designated team leaders for the day of the event.
7. The event became an annual occurrence with the groups sharing planning and communication responsibilities. It annually draws 50-70 volunteers, including alumni, parents, and children of alums.

To learn more, contact Kim Buresh ’90, Dartmouth Club of Los Angeles.

**2. SMALLER CLUB AND STRATEGIC PARTNERSHIP WITH 1+ GROUPS**
**Dartmouth Club of Hawaii – NAAAD**

1. NAAAD arranged for one of their local members (an anthropology professor at UH-Manoa) to give a 20-minute presentation on his research (Native Hawaiian culture).
2. Both organizations sent an invitation to their membership to attend.
3. No fees were charged to attend.
4. The Club secured a wonderful location in the home of a Geisel alum on the beach on the North Shore of Oahu (no charge).
5. We jointly created a budget for food and drinks, and were able to have a sushi bar (with sushi chef) as well as traditional Native Hawaiian cuisine, water, beer, wine, soft drinks, etc.
6. We jointly applied for and received a grant from the College to help with the food expenses.
7. The event lasted about four hours on a Saturday afternoon — watched the sunset over the ocean as the party ended.
8. We were able to attract over 50 attendees including incoming students, current students, parents and siblings of the students, and alumni.
9. The event took place only because CAGOW attendees from NAAAD and the Hawaii Club met and came up with the idea; since then we have done two joint events.

To learn more, [contact Howard Hodel ’75](#), Dartmouth Club of Hawaii.

**Dartmouth Club of Hartford - Dartmouth Club of Pioneer Valley - Classes of ’81 and ’82**

1. Dartmouth Clubs of Hartford and Pioneer Valley jointly organized a Dartmouth night to see Sharon Washington ’81 perform her solo show “Feeding the Dragon” at the Hartford Stage.
2. Dartmouth Club of Pioneer Valley president worked with her team to arrange for discount tickets, a pre-show dinner, a pre-show dessert reception in the theatre lounge, and a post-show talkback session. The classes of ’81 and ’82 also held an informal mini-reunion in conjunction with the event.
3. The clubs shared details of the event with Hopkins Center, which had also hosted a performance, and Hopkins Center Director Mary Lou Aleskie, Dean of Libraries Sue Mehrer, and Professor of Theatre Jamie Horton made the trip down for the event.
4. Emails about the event were sent three months in advance to club, classes of ’81 and ’82, and BADA email lists. The event was also advertised via Facebook.
5. Over 70 alums and guests turned out for the event.

To learn more, [contact Ellen Brout Lindsey ’81](#), Dartmouth Club of the Pioneer Valley, ‘81 Class.

**Dartmouth Club of Orange County – Dartmouth Club of San Diego – Dartmouth Club of LA**

1. Dartmouth Club of Orange County organized a VIP Day at the Los Angeles Rams Training Camp located in Orange County.
2. DCOC invited nearby Dartmouth Clubs of San Diego and Los Angeles to participate in the event.
3. Both of the other clubs publicized the event via their websites and email blasts.
4. Over 100 participants from the three clubs were able to share in the experience.

To learn more, [contact Kim Buresh ’90](#), Dartmouth Club of Los Angeles.
3. AFFILIATED AND AFFILIATED GROUP/SHARED INTEREST GROUP

Women of Dartmouth DC - BADA - Dartmouth Club of Washington DC

1. Women of Dartmouth DC, BADA, and Dartmouth Club of Washington DC partnered to hold a reception at the Embassy of Haiti in spring 2018.
2. The event was hosted by the Haitian Ambassador to the US.
3. The organizations shared planning responsibilities with WD serving as the lead to the ambassador and each organization sending communications and coordinating with each other
4. It was a terrific shared local opportunity to visit a unique venue, hear from an ambassador, sample Haitian cuisine, and also socialize together.

To learn more, contact Meg Sommerfeld ’90, Women of Dartmouth.

DADA – DAEMA – DLA – DUSA – Women of Dartmouth

1. For its third annual event, all shared interest groups (along with Women of Dartmouth) coordinated around a co-hosted reception on campus during spring reunions.
2. DADA took the lead in organizing a space and starting promoting but invited all of the other groups to co-sponsor and cross-promote the event (in 2018, DAEMA, DUSA, DLA, and Women of Dartmouth all joined in supporting and having representatives attend the reception).
3. They included the event in reunion schedules (both print and online) to spread the word to the reunioning classes and they also included local alumni and individuals potentially interested in all of their groups to build more awareness. They hosted the reception during an open window in the reunion schedule so as many people as possible could “drop by” and have a chance to connect around another feature of their Dartmouth identities. And they included informal food and drinks for adults and even activities for children and those who may be attending reunion too.
4. They are hosting their third event and scaling up promotion in 2019 and they are also considering similar reception (working with regional Clubs as anchors) in other markets.

To learn more, contact Sue Reed ’81, Dartmouth Alumni in Design and Architecture.
Appendix

The aim of this guide is to spark and support collaboration between Dartmouth alumni clubs and groups. However, we recognize there are many possible collaborations (and collaborative partners) for alumni volunteers. The appendix includes other ideas/opportunities that clubs and groups have utilized:

- For larger Dartmouth events, consider marketing to Dartmouth classes and encouraging/capitalizing on mini-reunions, as well as getting class leaders to spread the word and try to build critical mass for their classes to have a mini-gathering around a larger Club/group event that is being held regionally. Also look at major upcoming Dartmouth events (president or faculty visits, sporting events, student group visits, etc.) as opportunities to informally organize.
- Reach out to non-Dartmouth alumni groups, such as Inter-Ivy or affiliated or shared interest groups from other schools, and plan an event together to reach critical mass. (e.g. group tickets to a theatre or sporting event or a gallery opening)
- Collaborate with outside non-alumni organizations, such as a community service organization, and create a long-lasting relationship to make planning easy and seamless. (e.g. volunteer at the same soup kitchen every November and April so that there is an expectation surrounding the event, allowing more automation of the process and only the names of the volunteers change)

To learn more, please contact the Communities team at: 
alumni.relations.communities@dartmouth.edu.