

2010 Large Club of the Year: Dartmouth Alumni Association of Silicon Valley

The 2010 Large Club of the Year stood out because of their packed schedule of creative and popular events, the surge in dues-paying members they experienced, and a board revitalization that included offering leadership seminars for board members and setting accountability benchmarks.

This club saw the number of dues-payers nearly triple this year, with 24% of their mailing list making a dues payment. This increase was a direct result of a targeted Strategic Plan, which included more frequent and visible dues solicitations, increasing the price difference between member and non-member rates at events, and “Thank You” acknowledgements to members when dues were received.

Membership also grew due to the club’s focus on increasing the number and quality of its events. They hosted a total of 35 events last year, with corporate sponsorships allowing the club to provide 13 of those events free of charge. Two of the most popular events were the networking events hosted at Facebook and LinkedIn headquarters, the first time organizations were allowed to host events at these companies’ headquarters. They also discovered that faculty breakfasts are a great way to create a more intimate setting for alumni to connect with Dartmouth professors, and the food is served from a Green Eggs & Ham menu.

The club began giving educational seminars to its board members on strategic planning, fundraising, brand-building and communication. Performance goals and incentives were instituted for board members, and the seven committees support the club’s various initiatives and also serve as a feeder system for future board members.

Not surprisingly, given their location in the center of the hub for high-tech development, this club makes heavy use of technology to communicate to its members, with information disseminated via their club web site, as well as Facebook, LinkedIn, Twitter, Evite, and good old-fashioned email. The club closely tracks statistics on their web site hits using Google Analytics, and they tailor their club communications according to the event and the target audience.

High praise for the club’s leadership and event calendar is heard often from alumni, parents, students and even alumni from our peer institutions, proving that this club has a strong and wide-reaching program that is truly making a difference.

Please join me in congratulating the 2010 Large Club of the Year, the Dartmouth Alumni Association of Silicon Valley.

President, Club Officers Association

Senior Associate Director, Alumni Relations