



Princeton Women's Network Handbook

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Introduction

Welcome and Thank You!

Greetings, PWN leaders! The Princeton community truly appreciates all you do for the women in your regional associations. Your Tigress spirit and energy are fantastic! This manual is designed to facilitate your work as PWN chapter leaders. To put the current chapters in context, the manual provides a brief history of PWN. Sections then cover the important topics of communications, event planning and implementation, fostering synergies with regional associations and affiliated groups, and leadership. A compilation of Frequently Asked Questions provides quick insights, and an Appendix offers useful tools such as sample event notices and an event sign-in sheet.

This manual was written by these wonderful PWN leaders with significant experience: Pei-Ting S. Chou *05 (Chair, PWN of Taiwan); Diane Hasling '79 (Chair, PWN of Princeton Area); Carol Hasson '76 (Chair, PWN of San Diego); Nalini Pande '93 (Past Chair, PWN of DC); Jane Shidler '96 (Past Chair, PWN of Northern NJ); and Beth-Sarah Wright '95 (At-Large Member, Alumni Council Executive Committee). PWN gives them a big cheer of thanks for their hard work and creativity. Their dedication to Princeton is touching and inspiring. In addition to drawing on their own insights, they interviewed leaders of other PWN chapters to learn of their best practices and challenges. Thanks to all who participated in those interviews. The input shared by so many benefits all PWN chapters, whether new or well-established. The editors of this manual were Susan Horner '86 (Chair, PWN Advisory Council); Maureen Crough '83 (Vice Chair, PWN Advisory Council); and Emily Latham (Office of Alumni Engagement, Assistant Director, Affinity Groups). Thanks to them for organizing the manual and pulling it all together.

As of October 2020, PWN is thrilled to have 20 chapters around the world: Atlanta, Boston, Carolina Triangle, Chicago, Dallas-Fort Worth, Fairfield County, Kansas City, Lehigh Valley, New York, Northern California, Northern New Jersey, Northern Ohio, Oregon, Philadelphia, Princeton Area, San Diego, Washington, D.C., Western Washington, Hong Kong and Taiwan. We look forward to their continued growth and the establishment of even more chapters. Useful links for connecting with chapters, and learning about PWN developments, are:

PWN Facebook: <https://www.facebook.com/princetonwomen>

PWN Instagram: @PrincetonWomensNetwork

PWN Website: <https://alumni.princeton.edu/communities/regions/pwn>

A Brief History of the Princeton Women's Network

The Princeton Women's Network began when Liz Duffy '88 approached the then-named Office of Alumni Affairs, now part of Princeton University Advancement, with an idea for starting an alumnae group in New York City. In 1995, with the University's support, the PWN of NYC began under Liz's leadership. While the PWN of NYC's early events focused on career development and networking, members diversified the group's offerings to include cultural and social events, service opportunities, a monthly book group and subgroups focused on careers such as medicine, art and architecture, finance, law, media and technology. Like PWN chapters today, the first PWN chapter was a grassroots effort that offered events focusing on the interests of local alumnae. PWN chapters soon started in other regions, including Boston, Chicago, Washington, D.C., Los Angeles and Northern California. A liaison from Princeton Advancement facilitated communications among the chapters' leadership. Those communications included periodic calls among leaders of the chapters and some in-person gatherings.

In 2011, Princeton hosted the first *She Roars* conference. About 1,350 attendees gathered on campus to listen to a variety of talks and panels, participate in group discussions and share insights and camaraderie. In response to the success of the first *She Roars*, the Alumni Council Executive Committee established an Ad Hoc Committee on Alumnae Initiatives (“AIC”) to explore ways to support alumnae engagement and interest. The AIC was led by Jolanne Stanton ’77 and Vice Chair Isabel McGinty *82 until 2017. Key findings of the AIC included that (1) PWN chapters were valuable to alumnae, and (2) it was important to support established chapters while encouraging the formation of new ones. The AIC and Advancement implemented those findings in a variety of ways, such as preparing best practices guides for chapters and holding periodic calls for chairs to exchange ideas. In fall 2017, AIC leadership transitioned to Chair Susan Horner ’86 and Vice Chair Maureen Crough ’83.

In fall 2018, the University welcomed back around 3,000 alumni to the second *She Roars*. It was the largest event for Princeton graduates in the University’s history held during the academic year. It built on the success of the inaugural *She Roars* conference and celebrated the impact of Princeton alumnae on the University and their communities.

The spirit and momentum of *She Roars* added energy to existing PWN chapters and motivated the establishment of new ones. Advancement supported the interest in PWN chapters by sponsoring launch grants for new chapters. Also, in fall 2019, Advancement provided grants to chapters for celebrations of the anniversary of *She Roars*. There were 10 PWN chapters in fall 2018. About a year later, the number of chapters had increased to 20 and served nearly two-thirds of the alumnae population globally.

In 2019, as a result of the Executive Committee of the Alumni Council’s review and revamping of its committee structure, a Princeton Women’s Network Advisory Council (“Council”) was established. A permanent ex officio position was created for its chair on the Executive Committee. At the same time, the AIC was retired. That change was consistent with the AIC’s role as an ad hoc committee.

The purpose of the Council, as advanced in its mission statement, is to “support, strengthen, advance and expand the PWN globally to connect alumnae and non-binary alumni to one another and to the University in new and relevant ways, to furnish representation for thought leadership among our alumnae and non-binary alumni, and to provide external perspective regarding alumnae and non-binary alumni interests to the University.” In addition to a chair and vice chair, the Council has six other members who are former or current PWN chairs. The Council focuses on ways to enhance existing chapters, support the formation of new ones and facilitate communications among chairs about topics of mutual interest, including event ideas and planning and leadership pipelines.

Communications

Once I created a TigerNet distribution list, I was able to reach 2500 alumnae in the area. Suddenly, most of my events would sell out the first day or within the first week. — PWN Chair

Communicating with Chapter Members

TigerNet Email

Communicating with alumnae¹ is critical to a chapter's success. A chapter should use a TigerNet email distribution list encompassing all regional alumnae to send event notices and other items of interest. Using that list is an inclusive and comprehensive way to contact alumnae. To obtain listserv access via TigerNet, please contact Emily Latham of the Office of Alumni Engagement (emilylatham@princeton.edu).

Communications sent through TigerNet follow a particular format. Tips for sending communications through TigerNet are available in *Appendix A*. The TigerNet Help Desk is also a great source for training and troubleshooting. Its helpful staff can be reached at:

TigerNet Help Desk Email: alumnivolunteers@princeton.edu

Phone: 855-249-1829

Monday - Friday 8AM - 6PM ET

Saturday - Sunday 10AM - 3PM ET

TigerNet email distribution lists are generated by contact information provided by alumnae to Princeton. Alumnae can easily update their contact information by updating their TigerNet profile:

<https://alumni.princeton.edu/tigernet/onlinecommunity>.

Alumnae expect that the contact information about them on TigerNet will be used only for University-related activities and not for other purposes. Accordingly, PWN chapters should not allow the use of TigerNet contact information, including distribution lists, other than to communicate with alumnae about chapter-sponsored events, other Princeton events that may be of interest (*e.g.*, a PWN panel at Reunions) or other Princeton information that may be of interest (*e.g.*, an online University discussion about coeducation). If a chapter co-sponsors an event with a non-Princeton organization, such as another university, the chapter can publicize the event through the TigerNet listserv. But, the chapter should not provide contact information about alumnae to non-Princeton co-sponsors.

Use a Chapter-Designated Email Account

A chapter may wish to create a chapter-designated email account for sending emails through TigerNet and receiving inquiries about the chapter and its activities. The chapter email account will allow the chapter to maintain the same email during leadership transitions. Also, it can facilitate chapter leadership tracking of emails without filling a personal inbox. Chapter leadership may want to consider creating an “out-of-office email” reply to inquiries that includes many commonly asked questions. Such a reply will allow alumnae to receive quick responses at all times. See *Appendix B* for an example.

¹ The term “alumnae” is used throughout this document to encompass women alums and non-binary alumni. The term “alumni” is used to refer to the entire Princeton alumni body.

Web page

Having a location for basic information about a PWN chapter allows alumnae to find PWN events easily. PWNs should be listed on the Princeton Alumni Association PWN website and on their respective regional association websites; chapters may want to consider having their own web page linked off the regional association site.

Social Media

Some chapters use private Facebook and LinkedIn groups and other social media to allow for fast communication with group postings and discussions. An alumna from the chapter should vet requests to join to be sure the only individuals joining the group are actually alumni. A good way to vet is to determine whether the requestor appears on the TigerNet alumni directory.

Chapters using social media platforms can encourage alumnae to communicate with each other directly through them. Such communications may include local items of interest, personal and professional inquiries and announcements, and notices about small, impromptu outings such as walks or trips to the movies. Alumnae in a chapter can use the chapter's social media platforms to inform other alumnae about events or organizations they support that are not associated with the chapter (*e.g.*, community arts or service groups). But, they should avoid posting about political matters. The PWN chapter should monitor its social media platform to help ensure appropriate content. To facilitate good social media usage, it is advisable for the chapter to explain the purpose of the social media platform. An example of such an explanation is in *Appendix C*.

Communicating with Other PWN Chapter Leaders

To learn what other chapters are doing and gain other insights, chairs are encouraged to participate in calls with all chairs that are hosted by the PWN Advisory Council three or four times a year. All chairs will receive email invitations to the calls.

Efforts are underway to create a PWN online calendar for chapters to share their event information. To learn about recent successful events of other chapters, you can consult this resources document, which was created to share virtual event ideas during the pandemic but can continue for in-person events:

https://docs.google.com/document/d/1HEV2QiwLdAruY3WCFO7KOrJlnKNbBILD_IYodoJ13YE/edit?usp=sharing

Events

Everyone says it, but start small. Events don't have to be elaborate affairs or have 100 people attend in order to call it a success. Find a co-chair or group of alumnae who want to help plan events. It always helps to [have] more than one person, and it is great to have someone to collaborate with! — PWN Chair

Some alumnae are often hesitant to show up if they don't know anyone, so I always put in the newsletter this phrase, 'If you hate going to these things alone, come find me and I'll be sure to introduce you around. I hope to see you there!' If I see anyone who is shy or standing alone, I greet them and introduce them to other women who are already in small groups chatting. It is important to create a welcoming atmosphere to make sure that alumnae feel comfortable at these events. — PWN Chair

A key goal of PWN chapters is to assist alumnae in connecting with each other in their communities. Hosting events is central to that goal. Alumnae enjoy participating in a wide range of different types of gatherings, including cultural events and thought-provoking discussions, service projects, exploring nature, having fun with families and networking professionally.

Event Ideas

Generating Ideas

Good event ideas can be identified in many ways. They include:

- Conduct a survey of alumnae in your region to identify local interest and solicit event ideas. A survey can also help identify the best times for activities and locations to host them. (An example of a survey used by PWN chapters is in *Appendix D*.)
- At the end of every event, and in event notices and chapter newsletters, ask for future event ideas.
- If you have a leadership committee, ask members to suggest ideas.
- Use the TigerNet Alumni Directory to learn more about the alumnae in your area who may be interesting speakers or panelists. The Office of Alumni Engagement can also help pinpoint such alumni.
- Review Alumni Association online resources of recorded conversations and presentations at other events — including *She Roars*, Alumni-Faculty Forums and professors' lectures — to find media that can be viewed and discussed at your events.
- Partner with your regional association and affinity groups to create and co-sponsor events. (See *Fostering Synergies* chapter of this manual.)
- Network with other PWN chapters to learn of their events.

Easy Events

If you're tight on time, a quick and easy event is to do a potluck brunch at someone's home or make a reservation for 20 at a local restaurant where they don't charge you for large groups. I found these types of events very easy and could be planned in under an hour. — PWN Chair

Ideas for chapters to host easy events include:

- ✓ Develop a monthly book club.

- ✓ Identify community service events.
- ✓ Make a reservation at a local restaurant for dinner.
- ✓ Plan potluck dinners/brunches/wine and cheese.
- ✓ Organize a nature or urban hike: connect with guided tours or walk a couple miles and end at a café to socialize.
- ✓ Set up afternoon tea with a speaker at an alum's home.
- ✓ Attend a public book reading, art gallery tour, concert, play or lecture, and discuss it later over coffee.
- ✓ Encourage alumnae with similar interests to organize and host recurring events, such as quarterly family nights and coffee chats by industry.

Success isn't measured only in numbers; a smaller or simple event where people feel connected is a big win!

Signature Events

Highlights included our Work-Life Balance panel and interactive talk in 2015, PWN Book Talk with Princeton Professor Nancy Malkiel in 2017 and our numerous networking dinners, brunches, happy hours and other activities. — PWN Chair

Signature events create buzz or occur on an annual basis. Examples include:

- An event with a well-known speaker at least once a year. Identify featured speakers with support from the Office of Alumni Engagement. That office often has information about interesting alumni in a region.
- Plan a happy hour or similar networking signature event every September to kick off the start of the new academic year. At the event, you can welcome alumnae who just graduated and bring everyone together in a fun-filled, relaxed atmosphere.
- Local art galleries may be willing to open their space to a chapter for free and possibly provide a guided tour. Add wine and cheese and you have a signature event!
- Currently, the Office of Alumni Engagement is providing partial funding for *She Roars On* events each fall, which are intended to capture the spirit and enthusiasm of the conference. 2019 events included: a leadership workshop attended by 90 women from New York, New Jersey and Connecticut (this event was replicated in three other regions); a tree planting in Atlanta; a brunch and a Princeton Women's Basketball game in Washington, D.C.; an art gallery reception in San Diego; and a speaking event with Satana Deberry '91, district attorney of Durham County, North Carolina, in Carolina Triangle.
- Plan to take part in "Princeton Women in the Service of Humanity," in which all PWN chapters are encouraged to do a service project of each chapter's choosing in the spring as a network-wide event.

Avoid Political Events or Fundraising Without an Event

While PWN chapters can host a wide variety of events, they should not hold political events or conduct lobbying or political activities. Doing so could negatively impact Princeton's status as a 501(c)(3). If you are unsure about extending a speaker invitation under these guidelines, it is always best to confer with the chair and vice chair of the PWN Advisory Council.

Chapters can host events bringing Princetonians together while supporting a charity, such as touring a shelter for survivors of domestic violence while donating supplies, or painting rooms in a school while donating books. Chapters, though, should not solicit donations for charities without linking the fundraising to an event. For more information, please see *Appendix E*. Should you require additional guidance regarding these types of fundraising efforts, please contact the Office of Alumni Engagement.

Event Logistics

For smaller chapter events, one or two people usually take charge of the details needed to pull an event together. The event planner(s) may be the person who suggested the event, an individual on the chapter's leadership committee or an alum who has volunteered to assist as needed. Also, some alumnae who provide event space are also willing to handle some or all of the event details. Putting a committee together for bigger events can be helpful. Each member can take on different tasks and own aspects of the gathering.

Venue

- Finding a space is often the most challenging part of event planning. Options include:
 - Ask alumnae to host in their homes or offices.
 - Use free public spaces, such as community meeting rooms and libraries.
 - Consider using sections of restaurants or bars, especially if they are conducive to conversation and do not charge significant event fees.
- When selecting an event space, consider whether there are special considerations about how the room should be set up (arrangement of tables, chairs, etc.) and whether speakers need a microphone or other audiovisual equipment.
- Chapters covering large geographic areas should consider how best to plan events at different locations to maximize attendance while giving all members a chance to participate in an event periodically.
- Virtual events often help expand the selection of speakers and/or participants.
- **In light of these unprecedented and evolving times due to COVID-19, Princeton Alumni Engagement encourages PWNs to meet virtually whenever possible.**

Cost

- Event costs, which typically include refreshments and sometimes include a venue charge, are typically covered by a fee paid by each participant. Most chapters collect the fee when an attendee RSVPs for an event. Many chapters use PayPal or Eventbrite to collect event fees. Chapters may want to consult with their regional associations about how best to collect event fees from participants.
- Regional associations typically do not have the financial resources to contribute to PWN chapter events.

Publicity

- Chapters publicize their events by sending notices to alumnae in the region. Tips about how to use TigerNet to reach those alumnae are in the Communications chapter of this manual. Helpful points to keep in mind about event publicity include:
 - Determine when to send the first notice of an event. The optimal time is often three to four weeks in advance. While many people like to plan ahead, most are unsure of their ability to attend an event more than a month in advance.
 - Encourage people to share the event notice with other Princeton alumni.
 - Send multiple event notices. Some people may be intrigued by the first one but not RSVP immediately. Many chapters find it helpful to send three event notices through TigerNet.
 - To maximize attendance for virtual events, it's a best practice to resend the notice 24 hours in advance. People tend to view RSVPs to virtual events as less significant than for in-person gatherings.
- Send a reminder notice to all registrants. Some chapters send such a notice a few days in advance, while others find it helpful to send it 24 hours in advance.

- Event notices should be brief while including enough information to adequately describe an event and generate interest. Examples are in *Appendix F*.
- Consider how best to collect RSVPs. In the event notice, some chapters direct registrants to send an email to the organizer’s personal email account or an email account established for the chapter. Other chapters prefer using Eventbrite or a Google document to capture RSVPs. Those tools can generate spreadsheets of RSVPs and facilitate communications with participants.
- If event space is limited, state so in the notice and encourage prompt RSVPs. Consider whether and how to create and manage a wait list. Identify the possibility of a wait list in the notice. Also, explain how people can cancel so someone else can take their spot. Eventbrite has features supporting cancellations and wait lists. Some chapters direct alumni to contact a particular email address if they need to cancel.
- If an event requires advance registration, consider not including the event location/address, when it makes sense, on the event notice to ensure that only registered alums attend. Also, if an event is held in a home or office, omitting the address from the notice helps protect privacy. Once an alum registers, they can receive an email acknowledgment with the address.
- For virtual events, it is advisable to send participants the Zoom login information 24 hours and an hour in advance so the login is readily available to them. If participants won’t receive the login immediately after they RSVP, state in the event notice when they will receive it.
- Please forward a copy of your event notice to the chair of the PWN Advisory Council and Emily Latham at the Office of Alumni Engagement (emilylatham@princeton.edu) so they’re up-to-date on events. Keeping them in the loop facilitates sharing of good ideas among chapters.
- *A note on whom to invite:* Chapters should use TigerNet and not a separate mailing list to reach alumnae in a region. Please note that TigerNet mailings from a PWN go only to alumnae in the PWN’s area, but PWN chairs are encouraged to share events with their regional association, which encompasses a broader Princeton-affiliated community, so those events may be noted on the regional association’s website and in its regional communications. PWNs are also encouraged to similarly promote regional association events. Chairs should note that the University considers alumni, parents, spouses, widow/ers and kin members of regional associations. As such, all are welcome to attend PWN events. However, each regional association determines which of these affiliations receives regional association communications (*e.g.*, some may choose to send only to alumni, spouses, parents and widow/ers).

Event Execution

These tips can be helpful in rolling out a memorable event:

- Create a welcoming atmosphere so attendees feel comfortable arriving alone. Introduce attendees if they are shy or standing by themselves.
- Have name tags available.
- Include at least 15 minutes for networking/socializing at all events (including lectures or panels) to create personal connections.
- Consider having a conversation starter or discussion theme. Ideas include:
 - Introductions: name, year, major, residential college and/or eating club
 - Conversation starters:
 - At smaller gatherings, go around the room and ask everyone to share one item they need assistance with and one way they can help others. These “asks and offers” can include alumni looking to change jobs, renovating a kitchen, social media, time management tricks, etc.
 - At dinners, ask attendees to share a major goal they’d like to accomplish with those sitting nearby. Ask for advice regarding how to overcome challenges and celebrate successes.

- Provide a way for event attendees to further connect with the chapter by handing out PWN chapter cards with contact information such as a website link, email address or link to social media.
- Ask all to complete a brief sign-in sheet with name, class year and email address. Include a column they can check if they don't want their information shared with other attendees after the event. Also include columns for people to suggest an event, offer to host or volunteer. An example of a sign-in sheet is in *Appendix G*.
- Take pictures! If space allows, do a group shot.

During the event, have a chapter leader speak briefly to the group. Thank the host and everyone for attending, say a few words about the chapter and acknowledge any leaders in attendance. If another event has been scheduled, briefly promote it, and ask for future event ideas. Let people know that they'll receive a post-event email with contact information for participants who wish to share it and event pictures.

Post-Event

A day or so later, it's a best practice to:

- Send a brief email to the attendees. Consider adding a sentence or two about something particularly noteworthy about the event. Thank the host and attendees, include any event photos and contact information from guests wishing to share, briefly promote any future events and ask for other event ideas, spaces to host them and chapter volunteers.
- Mail a thank you to the event host.
- Post pictures on the chapter's social media. Also, please send copies to the chair of the PWN Advisory Council and Emily Latham at the Office of Alumni Engagement (emilylatham@princeton.edu) so the camaraderie can be shared!

Fostering Synergies: Regional Associations and Affiliated Groups

Collaboration with our regional association has had many great benefits: sharing the tasks for co-sponsored events, exchanging tips for good and affordable space, publicizing each other's events and collaborating in thanking great volunteers. — Former PWN Chair

Strengthening connections and fostering inclusivity between the PWN and the affiliated alumni groups, namely the Association of Black Princeton Alumni (ABPA); Princeton Bisexual, Transgender, Gay and Lesbian Alumni (BTGALA); Asian American Alumni Association of Princeton (A4P); and Association of Latino Princeton Alumni (ALPA); as well as with a chapter's regional association can add a rich layer to a chapter's activity.

PWNs operate under the umbrella of their regional associations (or regional clubs, as the case may be) and benefit them by broadening alumni participation and attracting new volunteers. Open communication and cross-support between PWNs and their regional associations can best be served by considering the following:

- A PWN should have a seat on its regional association board.
- A regional association website should present information about its PWN, including a link to a PWN's webpage or social media, if applicable.
- PWNs should work with regional associations to co-sponsor events.
- A regional association can be supportive of a PWN in the areas of website development, event planning/promotion/implementation, leadership development, volunteer recruitment, troubleshooting tips, financial assistance and structural support such as tax-exempt bank accounts, legal advice, insurance coverage, etc.
- PWNs and regional associations should cross-promote each other's events. See "A note on whom to invite" in the Events chapter of this manual for more information.
- Coordination between a regional association and a PWN prevents potentially working at cross-purposes, such as creating scheduling conflicts.
- The Committee on Regional Associations (CORA) is a supportive partner of PWNs and can help facilitate communications between PWNs and their regional associations.

Strengthening Ties Between PWNs and Affiliated Groups

National leaders of Princeton affiliated groups and PWN chairs across the globe have expressed an enthusiastic desire to partner and collaborate. Similar missions and natural crossover among all of these groups create shared experiences and mutual appreciation and respect.

How to connect with the affiliated groups

- Reach out to the national leaders of the affiliated groups. Here is the link to connect with the affiliated groups directly: <https://alumni.princeton.edu/communities/affiliatedgroups>
- Create a position on your leadership team whose specific purpose is to establish connection and collaboration with both local and/or national affiliated groups.

Ways to collaborate with the affiliated groups

Share histories: There is so much power in knowing about the founding, mission and purpose of each of these groups; how their focus and purpose have morphed and shifted over the years; traditional events; urgent concerns and

meaningful interventions both in the alumnae community and on the ground to impact the undergraduate and graduate experience academically and socially at Princeton University.

Share communication: Partner in sharing upcoming events and celebrations through emails and newsletters.

Share event planning: Be intentional about creating events (both virtual and in-person) and opportunities that build connections and bridges. Also, partner in earnest with the regional associations in terms of planning events that focus on a diversity of topics.

Identify common and generative topics and events: Create service opportunities and singular focused events that have sustainable impact on behalf of Princeton; identify speakers, panelists, books, etc. with topics that more explicitly illuminate and celebrate intersectionality and integrated programming.

Leadership

Let everyone lead in the ways they find most meaningful. — PWN Chair

Our greatest successes are when people bring their passion and just do it! — PWN Chair

Successful PWN chapters have effective and flexible leadership structures that facilitate events, divide responsibilities among various alumnae and promote the chapters' longevity. To support such leadership, this section focuses on establishing leadership structure, engaging volunteers and building a leadership pipeline.

Leadership Structure

While some aspects of leadership structure will vary across chapters, all PWN chapters have a chair, or two co-chairs, to lead them. Many PWN chapters have found that having co-chairs is efficient and effective.

While the responsibilities of the chair(s) will differ somewhat among chapters depending on the needs of the chapter, the interests of the chair(s) and how the chair(s) share leadership with other alumnae roles all chair(s) perform are:

- overseeing event implementation and communication by the chapter with its members;
- evaluating ideas suggested by members for events;
- identifying and encouraging alumni volunteers and leaders;
- facilitating leadership succession;
- coordinating with the chapter's regional association;
- responding to general inquiries; and
- troubleshooting.

A solid leadership structure that includes alumnae working with and supporting the PWN chair(s) helps prevent burnout and allows for collaboration. Also, sharing of leadership responsibilities makes it easier to transition leadership to the next generation of leaders when a PWN chair steps down.

While different chapters will have different leadership structures, most chairs find it helpful to work with a social media and/or communications coordinator. The coordinator's responsibilities typically include preparing and distributing event notices to alumnae in the region through TigerNet. If the chapter distributes e-newsletters, maintains a website, has a Facebook or LinkedIn group and/or uses an Instagram account or other social media, the coordinator typically provides support for some or all of those activities.

An effective leadership structure adopted by many chapters is to divide responsibilities among committees or subgroups. Their leaders plan and implement events for all alums in the chapter. Areas such committees or groups can cover include:

- Arts and culture;
- Community service; and
- Personal and professional development.

As alumnae interests change, a chapter's leadership can encourage "pop-up" groups led by different alumnae. Examples include a cookbook committee, book groups, playdate groups and quarterly dinners for alumnae in professions such as architecture, medicine, not-for-profit management, writing, education, media, finance or law.

Some chapters find it advantageous to include a treasurer and/or secretary on their leadership teams. Individuals in those positions may fill these roles as follows:

- Treasurer: Manage finances (*e.g.*, PayPal account); coordinate with treasurer of regional alumni association as needed; provide information from the chapter for inclusion in the University's annual filing with IRS.
- Secretary: Maintain minutes of leadership meetings; assist chair(s) as requested.

Regular meetings of the leadership board help a chapter run effectively and build camaraderie. Some chapter boards meet as often as once every two months, while others meet once a quarter or twice a year. Many chapters have found that frequent meetings help keep chapter energy going. While leadership boards try to connect in person, they also use Zoom and conference calls as needed. Planning meetings can have a good vibe if managed well and not presented as a chore. Within reason, give people a chance to stray off the agenda a bit if good conversation is happening.

The chapter should strive to have a diverse and inclusive board, with members from a range of class years, racial and ethnic groups, and both the undergraduate and graduate school alumnae bodies.

Engaging and Retaining Volunteers and Building a Leadership Pipeline

PWN chapters thrive when they have volunteers to help them implement events on a “one-off” basis and alumnae willing to provide longer-term leadership. Chapter leadership should invite volunteers to do what they are interested in most and support them in their efforts. When an alum is encouraged to work within their area of interest, they are more apt to help plan activities and then take a larger role.

There are a variety of ways to attract volunteers and support them in becoming leaders. These include surveys, a “bottom up” approach and the “Orange and Black” approach. Of course, once good volunteers step up, it is helpful to consider ways to retain them.

The Survey: A Direct Approach

A number of chapters have found a survey to be a useful tool to build support for the chapter and identify leaders. It may be the fastest way to increase the pool of volunteers and leaders while identifying ideas for events and building interest in them. The survey is a direct invitation to engage with the chapter and solicit input on how alumnae in the region would like to engage with the group. Distribution of the survey through the contact list for regional alumnae available through TigerNet is a sure way to reach all alumnae in the region who have provided contact information to the Alumni Association. A short survey that does not take much time for an alumna to complete, or for a PWN chapter to review, may be especially effective.

These types of survey questions are useful in identifying volunteers and leaders:

Are you interested in planning an event? If so, do you have an event idea? Or, are you interested in planning an event based on an idea already suggested to the PWN chapter?

Are you interested in becoming a PWN leader by doing any of the following:

- keeping minutes of leadership board meetings;
- editing and distributing event notices to alumnae in the region through Princeton's TigerNet email system;
- managing the chapter's social media through Facebook, LinkedIn, Instagram or other social media;

- leading a book group or a group interested in service projects, social events, cultural activities or events for individuals in particular professions (*e.g.*, media, finance, architecture, not-for-profit management, writing, education, etc.)?

Are you interested in hosting an event in your home or office? If so, how many people could you accommodate?

Are you interested in attending the next meeting of the chapter’s leadership board? That’s a good way to learn what PWN leaders do and how you may be able to contribute.

While some chapters may want to use a survey focused solely on recruiting volunteers and leaders, others may want to include questions about additional issues that would provide useful information for chapter leadership, such as questions about the types of events alumnae would like to attend.

From the Bottom Up: An Organic Approach

A number of basic steps can assist chapters in attracting volunteers and leaders:

- In event notices or chapter newsletters, include a request for volunteers and leaders.
- At the end of each event, ask participants to volunteer to help plan another event or lead PWN.
- As people assist with one event, ask if they can host or lead another. As these “super volunteers” emerge, stay in contact to see if there is some area of interest they would like to lead or co-lead. When super volunteers have proven their leadership ability through active involvement, ask whether they would like to co-chair a wider area of activity within the chapter.
- Think about having an event for the sole purpose of recruiting volunteers. Find an interesting speaker (perhaps about the benefits of volunteering or networking) or focus for the event. A coffee hour or wine and cheese event to attract volunteers probably isn’t enough.
- Send an open invitation for alumnae to attend a chapter leadership board meeting to learn more about leadership opportunities. At the end of the meeting, ask who would like to become more involved.
- Set realistic expectations for volunteers and leaders so they can accomplish what is needed without feeling over-committed.
- The bottom-up organic method of attracting volunteers is effective because it allows alumnae to engage without the pressure of taking on a large role immediately.

The Orange and Black Approach: Enlisting the Pool of Proven Alumnae Talent

There is a great pool of Princetonians who have held other alumni leadership positions and who may be available to enter your chapter’s leadership pipeline and share their experience, connections and organizational abilities. Ways to identify them include:

- Speak with the leadership of your regional association, including the local Princeton Alumni Schools Committee, about alumnae who may be interested in assisting the PWN chapter.
- Ask your current leadership team if they know of alumnae who should be encouraged to participate in organizing events or accepting a leadership position. Personal outreach works.
- Contact the Office of Alumni Engagement for assistance in finding tried and true veteran volunteers in your region.

Retention

While finding good volunteers is important, it is also important to retain them and encourage them to become leaders. Consider these ideas to facilitate retention and growth:

- Encourage members to do what they really want to do and let them run with it.
- Set reasonable and realistic expectations. Let volunteers feel a sense of accomplishment, rather than guilt.
- Support volunteers, especially event planners. Check in with them to see how they are doing, especially in the early stages of planning an event. Emails can be productive, but touching base at least once by phone builds relationships. Anticipate what volunteers need and help them get it, such as leads for finding event spaces, additional help at the event, ordering food, etc. Make it easy for volunteers to publicize events by having a system for sending out e-newsletters/notices.
- Build camaraderie among volunteers and leaders. Consider having one event just for them each year.
- Find ways to thank and recognize volunteers. Acknowledge them in newsletters and at events.

Succession Planning for Chairs

Succession planning for chairs is key to the longevity of a PWN chapter. The following points are useful to consider in such planning:

- Determine the suitable term for a chair. A term of two to three years can work well.
- If there are co-chairs, stagger their terms. As one steps down, another with experience will remain and be able to mentor the new co-chair.
 - Chapter leadership, especially the chair(s), should be continually on the lookout for the next generation of leaders.
 - Develop a culture of leadership development (grow volunteers into leaders).
- Various approaches exist for selecting new chairs. They include selection based on:
 - views of current chair(s) about who would be good to fill the role; and
 - views of leadership board members about who would best fill the role. If there are several candidates, the board may want to conduct interviews.
- Also consider how the chapter's regional association selects its president or chair. That model may be informative for the PWN chapter.

Frequently Asked Questions

What are available funding sources/scholarships/grants?

- Chapter events are typically funded by charging each participant a fee to cover costs. Ways to manage event costs include using homes or conference rooms as event spaces, hosting potlucks, having gatherings at restaurants where each participant pays for what they order and providing simple refreshments. Alumnae value the opportunity to connect and do not expect fancy PWN chapter gatherings. While a few chapters have attempted to underwrite events by collecting dues, that approach is administratively burdensome. Princeton's Office of Alumni Engagement has periodically provided grants for specific events, such as celebrating the anniversary of *She Roars*. Information about such grants will be sent to PWN chairs and publicized on the PWN website <https://alumni.princeton.edu/communities/regions/pwn>

How can we better identify speakers, including hidden gems in our area?

- Use the TigerNet Alumni Directory to learn more about the alumni in your region.
- Ask the leadership of your chapter and regional association for suggestions. Also, include a request for future speaker suggestions at the end of event notices and at the conclusion of events.
- Skim PAW and University communications for information about interesting alumni. Check out the featured authors in PAW: <https://paw.princeton.edu/books-and-media>
- The Office of Alumni Engagement can often provide suggestions. You can contact Emily Latham (emilylatham@princeton.edu)

Are we allowed to have alumnae bring non-Princeton affiliates to our events? What should we do if Princeton male alumni attend?

- Princeton alumnae like to connect with each other at chapter events, so it's best not to routinely encourage alumnae to bring non-Princeton affiliates to attend, especially for popular events with limited space.
- Princeton alumni events are open to all alumni. Males who ask to attend an event should be welcomed.

· Is there a document or PWN charter with goals/framework?

- The PWN website describes PWN as:

“Princeton Women’s Network (PWN) gathers together alumnae and non-binary alumni in regional associations around the world. PWN members create communities through grassroots efforts and activities focused on shared interests and issues including social and professional networking; personal and professional development; mentoring of alumnae and non-binary alumni and students; cultural activities, social events, service projects and friendship.”

[This manual](#) provides a framework in which PWN chapters can operate.

How do we access alumnae who are not interested in attending the alumni association events but are interested in attending PWN events?

- Using a TigerNet distribution list will allow you to connect with all alumnae in your region. Information about creating and using the list is discussed in the Communications chapter of this manual.

Is there a more user-friendly distribution list mechanism than TigerNet? TigerNet is not easy to maneuver.

- Please consult the guidance about using TigerNet provided in *Appendix A*. Also, feel free to contact the TigerNet Help Desk to receive general training or answers to specific questions. They are very helpful and can support you with all your TigerNet needs.

TigerNet Help Desk

Email: alumnivolunteers@princeton.edu

Phone: 855-249-1829

Monday - Friday 8 a.m. to 6 p.m. ET

Saturday - Sunday 10 a.m. to 3 p.m. ET

How do you handle instances when alumni ask to use your PWN distribution list for other organizations' fundraisers or activities?

- Since PWN chapters support Princeton events, not the events of other organizations, a chapter's distribution list cannot be used to publicize another organization's fundraisers or other activities. While a PWN chapter can host an event with another organization that includes a fundraising component (such as an event to paint a classroom while collecting supplies for the school), it cannot conduct fundraising that is not part of an event.

Appendices

Appendix A: TigerNet Communications Instructions

Volunteer New Email Instructions

Initial Steps

1. For the best user experience, please use the most updated version of Firefox or Safari.
2. Type in your URL [Forgot your URL?](#)
3. Login with your TigerNet ID and password (upper right hand corner)
4. In the iModules toolbar, Content is highlighted

Getting Started

1. Navigate to the **Email** tab in the iModules toolbar. Under the **Manage** heading choose **Email Home**. You will be in the Drafts area.
2. Click the **Create Email Campaign** button.
3. Check **General Campaign** and type the name of your email draft in the box. The Campaign Name is the name of your email draft, and is not seen by the recipients.
4. Click the green **Start Campaign** button.
5. Enter the **Email Details** (See example on next page.)



All fields except Description and Analytics Tracking Code are required to send an email.

Please contact us if your name does not appear in the dropdown menu under Sender.

6. Click **Save**.

Editing the Email Details

1. Click on the **Subject** to be moved back to the Email Details.
2. Make the necessary changes.
3. Click **Save**.

Add Audience

1. Click **Add Audience** from the Draft card. 
2. Use the List or Segment dropdown to select the Segment you want to use.
 - a. Segments contain members in your Class, Group, or Region only
 - b. "Regional Standard Pull" includes undergraduate and graduate alumni, widow/ers, and parents of current undergraduates.
 - c. "Classmates ONLY" is best used for Dues collection.
3. Remember to click the **Add** button. 
4. The List or Segment will be added to the selection box.
5. Click **Save**.
6. The Draft card text will then read **Edit Audience**.

Schedule

Click **Schedule**  **Schedule** from the Draft card.

Send Immediately

1. Click the **Send Immediately Upon Release** radio button.
2. Click **Save**.
3. The Draft card will show Send Immediately. If you want to adjust the schedule, click on the **Send Immediately** button.

Send on Specific Future Date(s)

1. Click the **Send on Specific Future Date(s)** radio button.
2. Click **Next**.
3. Set the date and time zone for when you would like to send the message.
4. If you would like to add another send date, click **Add Another Send Date**.
5. Once all of your dates are set, click **Save**. 
6. The Draft card shows the first date selected and will indicate if there are additional dates. By hovering over the additional date indicator, a box will appear listing all dates on which the message will be sent. Times will convert to show in the time zone set to your computer.

Schedule Recurring Sends

1. Select the **Schedule Recurring Sends** radio button.
2. Click the **Next** button.
3. You will need to set the **Send Time** and **Time Zone** (will default to what your computer is set to), **Start Date**, and **Repeat Until** date.
4. Select the **Frequency** option you want to use.
NOTE - Additional information may need to be provided based upon the frequency you select.
5. Click **Save**.
6. The Draft card shows the recurring frequency you set up.

Build From HTML

**This option will show to all admins; however, an error message will be shown. Please contact TigerNet Help Desk to request this admin level if you wish to create your message in HTML. Please understand that no assistance will be available.*

1. Click HTML from the Draft card.
2. Enter the HTML and Text version information.
3. Click Save to save your work. Click View in Browser to view your message in a browser. Click Next to move to the Preview step (make sure you save before moving on so you don't lose

- any changes). Click Exit to leave this screen (you will lose changes from your last save).
- 4. Once the HTML option has been chosen and saved, you will be locked into this option.
- 5. The Draft card text will now read Edit Content.

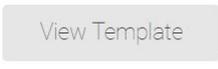
Build From Template

1. Click **Template** from the Draft card.

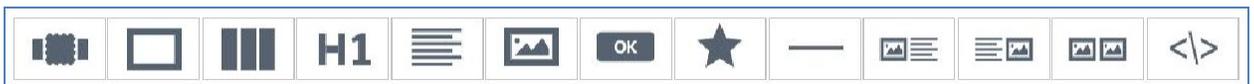
You will see a dropdown menu of Templates. Please choose a template with Princeton in the name. (for example: type “P” in the “Choose a Template”)

If you choose a template that isn’t **orange** and **black** with Georgia fonts, it was created by iModules and will not send.

2. Once a template has been selected, use **View Template** to make sure it is the

template you want. 

3. Close your browser window tab to get back to Choose Template screen.
4. Click **Next**  to use the template and move to the Edit Content step. Once you click **Next** and proceed to the edit content step, you cannot return and apply a different template to the email.
5. Click **Exit** to leave this screen without saving your selection.
6. This toolbar contains the Drag and Drop Elements used to create your templates:



Note:

- A** There is no auto-save; Save often.
- B** Words inside hashtags or pound signs are Tokens and will display properly in your preview and final email. (These are required by law for commercial emails and you will be unable to send your email if you delete them.)
- C** Contact the TigerNet Help Desk if you will be including URLs, email addresses or images into your email. We are happy to walk you through the correct process to keep your email out of spam filters.
- D** All social media icons are hyperlinked to Princeton Alumni pages. These can be customized for you.
- E** A button can be customized to link to a URL or email address.

F. To the right side of the editor window, you will see **How To Use**. For more information, click on the + symbol.

G. You may add tokens to your email body: `##First Name##` or `##Last Name##` (Capitalization and spaces matter)

H. To change text, double click in the area to edit. You may compose your email here or paste it from elsewhere. Best practice would be to do all the formatting (Bold, Underline, and Italics) and hyperlinks (web URLs or email addresses) in the email editor so you won't have to do it twice.

- a. To paste your text from another document, please copy the text and then right click inside the text area.



- b. Choose

Any formatting in your text will be stripped. Failure to follow this procedure may cause your email to display differently in other email programs.

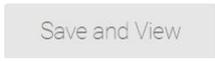
Tip: If the ok button doesn't display, select the F11 key on your keyboard or press and hold the CTRL key with your - key.



- c. All basic text formatting options are available in our text editor:
 - i. You can make a text **bold**, *italic*, underlined.
 - ii. Can choose paragraph format, font type, size.
 - iii. Adjust text **color** and **background color**. Princeton orange is **#E87722**
 - iv. Add ordered or unordered lists and links.

Tip: Use arrow keys on your keyboard rather than scrolling to keep your text editor bar visible.

If you don't like how `##Group_Name##` displays in your preview, highlight and type in your preference. If it appears too large, change it from Heading 1 to Heading 2 or Heading 3 in the text editor.

6. Click **Save and View**  to view your message.

7. Click **Save**  to save your work.

8. Click **Next**  to move to the Preview step (remember to save before moving on so you don't lose any changes).

Preview

The Preview allows you to send a test copy of your email.

1. For the **Reply To**, provide an email address to receive replies to the preview email.
2. To **Add Recipients**, enter an email address and press the **Enter key** or press the **Add button**.



3. Click the **Send Preview** button to send the preview email. **Exit** will take you back to Email Home.  (Scroll up to see.)

4. Click the **Exit** button  to return to the Draft card.

Note:

1. Previews are limited to twenty recipients.
2. The preview email will show as being sent from noreply@imodules.com.
3. Gmail may not respect the Reply To address.

Queued

1. Once all of the items have been completed, the Release button will be active. (bright green rather than pale green)
2. Clicking the **Release** button will move the message to the Queued area.

History Area

1. Once a message has been released, it will appear in the History area:
2. Use **Copy/Reuse Email** to move the message back to a Draft.

Appendix B: Out-of-Office Example

Thank you for your message! I have set up this automated email response to answer many of your questions. Please see below (you may need to scroll all the way down) for info on how to join the Princeton Club of DC to learn more about future events.

If you're writing to say you cannot attend an event, thank you for letting me know! I will note that for the event list.

PWN DC is part of the Princeton Club of DC. Interested in learning more about the Princeton Club of DC? Sign up under the membership tab to receive updates on upcoming events and/or check out events under the events tab:

<http://www.pcw-dc.org/> You do not have to be a member of the Princeton Club of DC to attend PWN DC events or Princeton Club of DC events.

If this automated response and accompanying information does not answer your question, please send me a follow up email and I will be in touch with you shortly. Thank you!

Appendix C: Social Media Guidelines Example

Some general guideline to abide by include:

1. Be respectful. While it is easier to say hurtful or disrespectful things without standing face-to-face with someone, it is important to remember that all members of this group are fellow alumnae who are affected by the words you say and write. It is essential to keep in mind the feelings and opinions of others, even if they differ from your own. If you wouldn't say it to someone's face, don't say it online either.
2. Be aware of strong language, all caps, and exclamation points. It is easy for written text to be misread and misunderstood. Have you ever sent a text message with good intent but your recipient thought you were being rude? If so, then you've experienced this firsthand. By being cognizant of strong language, you can identify potential confusions before sending messages. Tip: Read everything out loud before you send it.
3. Be careful with humor and sarcasm. Certainly you shouldn't avoid being funny. We love to see your personality shine through your communications. Many of our alumnae are exceptionally funny, too. But as mentioned in Rule #2, make sure that it is clear you are being funny and not being rude. Emoticons and smileys can be helpful when conveying humor or sarcasm so that it is read correctly.
4. Respect the opinions of your fellow alumnae. If you feel the need to disagree, do so respectfully and acknowledge the valid points in another member's argument. Acknowledge that others are entitled to have their own perspective on the issue.
5. Don't badmouth others or call them stupid. You may disagree with their ideas, but don't mock the person.
6. Be forgiving. If another member makes a mistake, don't badger them for it. Just let it go — it happens to the best of us.

Appendix D: PWN Survey

*In addition to the sample survey below, the PWN Advisory Council also has a survey through SurveyMonkey that you are welcome to use. Please contact the PWN chair and vice chair for access.

1. Email Address

2. What are some reasons you are interested in the Princeton Women's Network?

- Connect with individuals in my area
- Connect with a Princeton community
- Find out about local resources
- Engage with local service organizations
- Find a group based on an activity or interest
- Find a general social group that meets regularly

3. We all have too many things we have to do, and not enough things we want or need to do. What are some current gaps in your life we might help fill?

4. Here are some examples of past PWN activities. On a scale of 1-5, how interested are you in participating in this type of activity? What else would you like to see? (1 is not interested and 5 is very interested)

- Service Days
- Arts and Culture (performances)
- Participatory Arts and Culture
- Active Sports
- Group Trips/Outings
- Health and Wellness Workshops
- Personal and Professional Development
- Eating-In (Potlucks)
- Eating Out

5. Would you be interested in sharing your interest, expertise or experience? For example, being on a panel, organizing an event, leading a discussion, mentoring, etc.?

6. When are you most likely able to attend an event?

- Daytime – Monday – Tuesday – Wednesday – Thursday – Friday – Saturday – Sunday
- Evening – Monday – Tuesday – Wednesday – Thursday – Friday – Saturday – Sunday

7. When are you least likely to be able to join?

- Daytime – Monday – Tuesday – Wednesday – Thursday – Friday – Saturday – Sunday
- Evening – Monday – Tuesday – Wednesday – Thursday – Friday – Saturday – Sunday

8. How far are you willing to travel?

- Bergen County
- Essex County
- Hudson County

- Somerset County

9. Would you use these online tools?

- Facebook group
- TigerNet Discussion Group
- LinkedIn Group

Appendix E: Community Centric Guidelines

Potential Situation	Example	Permitted?	Legal & Policy Issues
Situation #1: Organization raises funds for charitable (including community service) projects managed by Princeton University.	Raise funds to support the University's Pace Center.	Yes	Organizations engaged in such projects may solicit donations for the project as part of their regular Organization mailings. These gifts are gifts to Princeton and clearly further Princeton's mission.
Situation #2: Organization raises funds for scholarships or internships for University students.	Solicit funds for a need-based scholarship for students from a regional association.	Yes	Organizations engaged in such projects may solicit donations for the project as part of their regular Organization mailings. These gifts are gifts to Princeton and clearly further Princeton's mission. However, Organizations should seek approval from the Alumni Association and Annual Giving offices before beginning solicitations. Organizations should also note that scholarships must be coordinated through Princeton University Advancement.
Situation #3: Organization wishes to raise funds for scholarships, fellowships or internships for non-University affiliated students or for Princeton alumni.	N/A	Requires Specific Approval	These situations bring up questions of furthering Princeton's mission and compliance with 501(c)(3) private benefit restrictions. Such programs require University approval through the Office of the Alumni Association prior to the start of the program.
Situation #4: Organization raises funds or uses dues receipts to donate to a charitable organization not included under Princeton's tax umbrella, <i>with an in-person component</i> that brings Princeton alumni together.	Supporting a tiger exhibit at a nearby animal rescue shelter, with an annual visit for a special tour open to the entire local alumni body.	Yes	Organizations engaged in hands-on projects may solicit donations for the project as part of their regular Organization mailings. Like other Organization events, the in-person component of such a project brings together classmates/organization members and enhances their connection to Princeton. Such work is considered to further the mission of Princeton. However, Organizations should seek approval from the Alumni Association and Annual Giving offices before beginning solicitations.
Situation #5: Organization wishes to raise funds or use dues receipts to donate to a charitable organization not included under Princeton's tax umbrella, <i>without an in-person component</i> .	Writing a check from the treasury to support the local firemen's fund.	No	Without an in-person component, an Organization cannot solicit such funds or make such a donation. University-Affiliated Alumni Organizations received their tax-exempt status under the University's umbrella in order to further the mission of Princeton, which is research/scholarship and teaching of Princeton University students. Soliciting funds for and making donations to an unrelated non-profit would not be considered to further Princeton's mission. In addition, University policy prohibits using the Organization mailing list to solicit funds for a non-Princeton purpose.
Situation #6: Organization informs Organization members of project that is a separately incorporated but related entity, but does NOT solicit funds.	Newsletter talks about Princeton Project 55 and provides its website address.	Yes	Organizations may mention the work that is being done (without making a solicitation) and provide classmates/organization members with a contact person should they wish to follow up individually. That way, the separate organization may create its own database of donors and interested individuals.
Situation #7: Organization wishes to raise funds or use dues receipts to donate to project that is separately incorporated but related.	Newsletter talks about Princeton Project 55 and asks for donations.	No	As with Situation #5, Organizations may not solicit donations for a separate non-profit. In addition, University policy prohibits using the Organization mailing list to solicit funds for a non-Princeton purpose.

<p>Situation # 8: Organization wishes to provide in-kind goods or services to a charitable organization not included under Princeton's tax umbrella, <i>with an in-person component.</i></p>	<p>Annual dinner attendees asked to bring cans of food for a nearby homeless shelter.</p>	<p>Yes</p>	<p>As with Situation #4, Organizations engaged in hands-on projects may solicit donations for the project. Like other Organization events, the in-person component of such a project brings together classmates/organization members and enhances their connection to Princeton. Such work is considered to further the mission of Princeton.</p>
<p>Situation # 9: Organization wishes to provide in-kind goods or services to a charitable organization not included under Princeton's tax umbrella, <i>without an in-person component.</i></p>	<p>"Adopting" a needy family for the holidays, using treasury funds to buy presents (or asking individual families to buy presents).</p>	<p>No</p>	<p>As with Situation #5, an Organization can not make a donation of funds or in-kind goods without an in-person component. Without the bringing together of alumni at an official event, the regional association is not enhancing a connection to Princeton or furthering the mission of the University.</p>

Appendix F: Event Notice Examples

Sample 1

DC Area Alumnae!

Inviting Princeton alumnae of all ages to join the Princeton Women's Network of DC (PWN-DC) for a Post-She Roars special networking dinner at Asia Nine, Washington DC on Thursday, Nov 1 at 6:45pm!

This is a great chance to make new connections, share experiences, gain new perspectives, discuss career goals, and get ideas on how to better navigate your personal and professional life in an open and fun-filled atmosphere.

We hope that you will consider attending! We have limited spots so sign up now!

When: Thursday, November 1, 2018 at 6:45 pm

Where: Asia Nine, 915 E ST, NW Washington, DC 20004

Asia Nine is a few blocks from the Metro Center metro and parking is available on the street or at the E St Cinema public parking garage.

Tickets: free for PCW members, \$10 for non-members. [Click here to reserve your spot.](#)

Please keep in mind:

- Attendees are asked to cover the cost of their own food and drink orders. Please bring cash as the restaurant cannot guarantee they can accommodate each of us paying by credit card.
- Due to the nature of our reservations, we may not be able to accommodate those who arrive late, so please be sure to arrive on time.
- For event planning purposes, please RSVP through the Princeton Club of Washington website. We have limited slots so please be sure to sign up now!
- Don't forget to wear some orange and black!

Sample 2

Please join us for Afternoon Tea and a Roundtable Discussion with
Debi Chirichella '85
Senior Vice President and Chief Financial Officer of Hearst Magazines

Magazines: Rising to the Challenges of Technology & Disruption

Debi will give her insights into the transformations within the print media industry, her own career path, and the career and life choices women need to make in order to achieve their own definition of success.

April 29th 1:00-3:30 pm
RSVP by April 15th and please bring a tea item to share.



PRINCETON
Women's Network
of
Northern New Jersey

**The Princeton Women's Network of Northern NJ
Invites You to Join Your Fellow Alumnae
for an International Potluck Dinner**

March 4, 2019

6:30 p.m. - 8:30 p.m.

The Morris County Library – Large Meeting Room (1st floor)
30 East Hanover Avenue
Whippany, NJ 07981

If your last name begins **A-M** please bring an **entrée** for 4-6 people
If your last name begins **N-Z** please bring a **dessert** for 4-6 people

OR

If you prefer, you can prepay for us to provide an ethnic food order. Please send
\$15 via [Google Pay](#) (on the app) to [Caroline Manning '95](#).

Please note there will be no kitchen to warm up food and kindly bring serving
utensils.

RSVP by Feb 25 with the option you choose (i.e. bring food or prepay via
google pay or check).

Sample 4

PWN of NYC: Volunteer at the Woodstock Farm Animal Sanctuary on Oct 22

Join us on this fourth annual “help out around the farm” field trip to the amazing Woodstock Farm Animal Sanctuary. Located an hour and a half from the city, the sanctuary is a little slice of heaven tucked into the Catskills. We will help out around the farm, commune with the animals, and get a wonderful day of fresh air, a good workout, and a chance to experience a place full of love and compassion. Plus, we’ll head into the hamlet of High Falls for a bite to eat on our way home. Transportation provided.

We will carpool from the UWS. If demand requires, we will also have an additional vehicle leave from another part of the city (possibly Brooklyn).

Bring your compassion, strong arms, and enthusiasm... AND PLEASE LET US KNOW IF YOU HAVE A DRIVER’S LICENSE (and would be willing to drive one of the vans).

There is a \$35 fee to help defray the cost of gas and tolls. Lunch is not included, but there are places we can go to eat and the farm has a vegan food stand.

Event Details:

Date: Sunday, Oct 22, 2017

Time: 8:30am - 5:30pm

Location: **Woodstock Farm Animal Sanctuary**, meeting point in UWS

Cost: \$35/person

RSVP/Sign-up: **CLICK HERE** (**tinyurl.com/PWN-fieldtrip-Woodstock**)

