**Club Databases**

It is critical that each club has an up-to-date database of its constituency based on its geographical territory determined by Dartmouth Alumni Relations. This database should be used **ONLY** for club purposes and kept in the strictest of confidence. **It cannot be shared with anyone outside of the club executive committee without permission from Dartmouth.**

**What Is The Database?**

The database is an Excel spreadsheet of all alumni/nae, current parents and surviving spouses/partners in a club's geographic region. The spreadsheet contains over fifty columns of information including but not limited to name, class year, institutional suffix, spouse name, mailing address, email address, preferred salutation, etc. Since it is in Excel, the database is sortable. Most columns are decipherable; however, feel free to contact the Communities Team if you have questions.

**How To Request A Database**

The database will be sent to the club president or treasurer upon request. To request a database, please send an email to [alumni.relations.communities@dartmouth.edu](mailto:alumni.relations.communities@dartmouth.edu). Upon receipt of the request, the turn-around time should not be more than two business days, most likely within a day. If the request hasn't been fulfilled within a reasonable amount of time, please do not hesitate to send a reminder email to the same address.

**When To Request A Database**

There are certain times of year in which it is important to request a new database, as these are when most clubs plan events. It is critical to request an update in mid-late September as that refresh will include parents of the incoming first year students as well as any recent graduates who have moved into the area. (Parents are only available after the student has matriculated.) A second refresh in late winter/early spring captures anyone who has moved into the area since September.

**Volunteer Access Policy - Important**

Every time a database is sent to a volunteer, ***including when a president shares it with fellow club officers***, the following policy document will accompany the database and volunteers are required to abide by it:

***Information Access Policy for Dartmouth Volunteers***

*Dartmouth volunteers are provided contact information for key constituents (alumni, parents, and friends) to facilitate the purposes of a particular group. As a Dartmouth volunteer, you may have access to information which is confidential (whether or not labeled as "confidential"). Volunteers are responsible for preserving the confidentiality of this information, and thus must observe the rules outlined below.*

*1) Volunteers should not violate privacy. Data can be shared with other volunteers within the core group when it is appropriate. It should never be disclosed, disseminated, or published outside that group.*

*2) Volunteers who are privy to giving history should maintain confidentiality of that data. It is to be used only for the purpose of further solicitation and is not meant for disclosure to others or for personal gain.*

*3) The information should not be used for advertising or solicitations for commercial services.*

*4) Volunteers should not use the information either to solicit for or promote a political candidate, even if the candidate is affiliated with Dartmouth.*

*5) Volunteers should not use the confidential information provided to seek employment. If they wish career assistance from Dartmouth, they should instead use the Dartmouth Career Network, which is set up for that purpose and where constituents have given permission to be contacted by students and others.*

*6) Frequent individual emails to assigned alumni, parents, and friends are encouraged to build rapport and solicit gifts. However, there are federal laws which apply to mass emails. Volunteers supported by Alumni Relations should use the provided tools.*

*iModules is the tool to be used to send mass emails. Caution: too frequent sending of mass emails can cause your constituents to opt out of receiving future emails. Other volunteers who want to send mass emails should coordinate their request with the Office of Advancement.*

*If you have questions about the appropriate use of mailing lists, please contact your Dartmouth staff representative.*