Cornell ILR Alumni Association, Membership Committee  
Update December 14, 2011

**Mission:**  
To work collaboratively with the ILR School Alumni Affairs and Development Office to build and maintain ILRAA membership.

**Members:**  
Alan Brown  
Emily Drucker  
Beth Florin (Chair)  
David Glanstein  
Lisa Hunter  
Shani Waugh  
Kathleen Weslock (Honorary)  
Katelyn Mcclellan  
Sue Sappington (Cornell)

**Summary of Completed Activities (Q4)**

- **Worked with Cornell ILR to Develop Custom ILRAA Dues Landing Page on Website**  
  - Unique link we are able to use when soliciting membership  
  - Brings the user directly to pay ILRAA dues (avoids having to select between ‘class dues’ and ‘other dues’)

- **Developed database of prior ILRAA members**  
  - Worked collaboratively with Cornell  
  - Identified alumni that are not current ILRAA members, but have been within the past five years  
  - Resulted in almost 3000 alumni to target

- **Incorporated complete dues history into ILRAA targeted alumni database**  
  - Alumni are often confused about their current dues status (whether current member, when last paid)  
  - Added in date of each renewal, effective period of each renewal, type of renewal (1 year, 3 year, life)

- **Implemented e-mail campaign to targeted alumni database; letter content included:**  
  - Formal notification that membership has lapsed along with complete dues history  
  - Information about ILRAA  
  - Embedded Cornell ID number  
  - Current contact information of record (address and email)  
  - Link to pay dues and link to update contact information

- **Implemented paper letter campaign to targeted alumni database**  
  - Same letter as above, sent via USPS

**Results to Date**

- Recent campaign added 199 dues paying members to ILRAA
- Total increase since July is 253