

Cornell ILR Alumni Association, Membership Committee
Update September 21, 2013

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

Summary of Completed Activities Q3 2013

- Initial Renewal Solicitation June 2013
 - Sent three letters via email (copies provided at end of document)
 - Recent graduates coming off the free one year membership
 - All ILRAA members with a membership expiring (either one year or three year)
 - All ILR alumni that are not currently ILRAA members
 - Received 52 new paid memberships in June
 - Including 9 young alumni
 - Received 100 new paid memberships in July
- Second Renewal Solicitation August 2013
 - Sent two e-postcards (a sample is provided at end of document)
 - All ILRAA members with a recently expired membership
 - All ILR Alumni that are not currently members
 - Received 32 new paid memberships in August

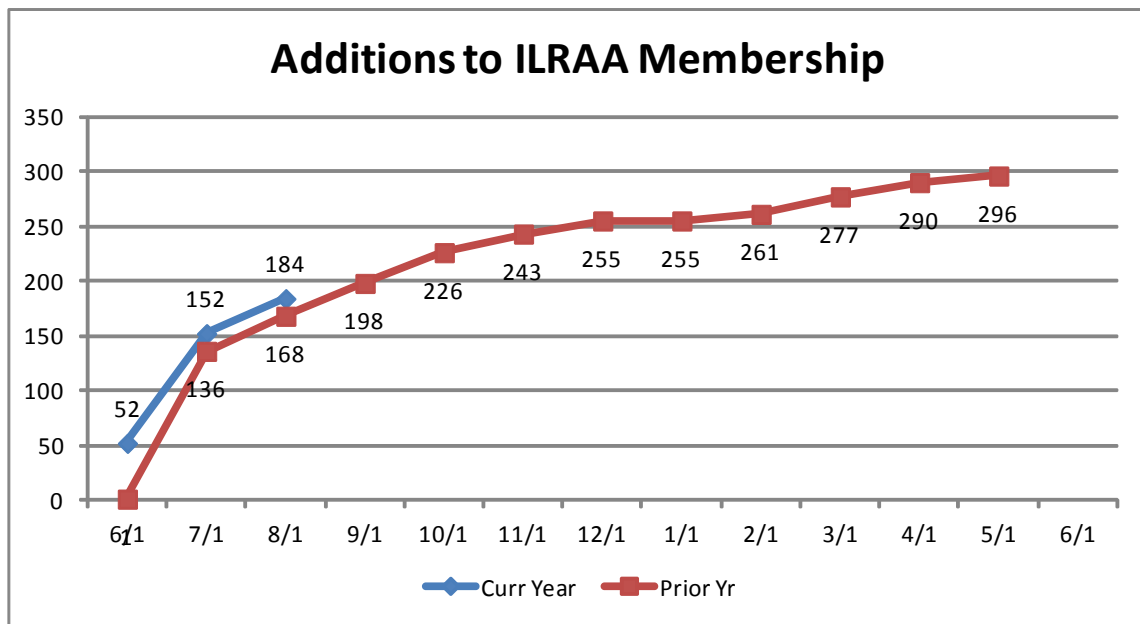
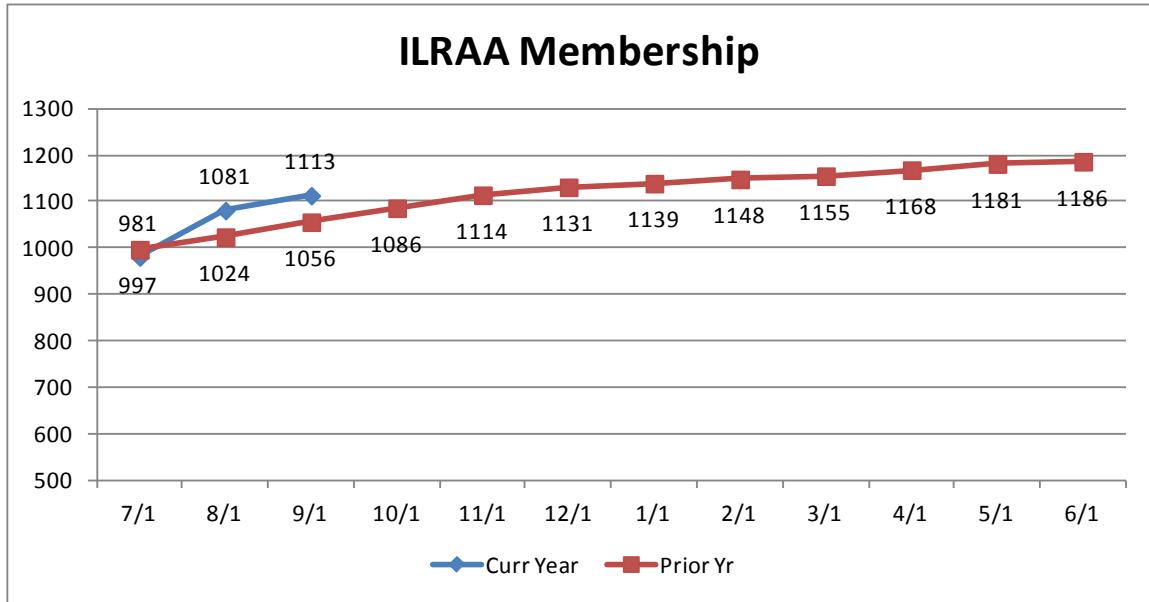
Results to Date

- The good news
 - Year to date we have added 184 paid memberships
 - In comparison, last fiscal year at this time, we added 168
 - In all of last fiscal year, we added 296 paid memberships
- More good news
 - Dues collected year to date just over \$13,000
 - In comparison, in all of last fiscal year, we collected just shy of \$30,000
- Even more good news
 - We are currently at 1113 members (versus 1056 this same time last year)
 - We are only down 73 members from our high point last fiscal year

Upcoming Activities

- Plan next solicitation efforts with membership committee.
 - Consider an end of year notice
 - Consider a paper letter or postcard to home address

Cornell ILR Alumni Association, Membership Committee
Update September 21, 2013



Estimated Annual Revenue Summary

	Total Paid Memberships	1 Year	Y/R/S 1 Year	Lifetime
Growth Since 6/30	184	163	18	3
Percent of Total Growth	N/A	88.6%	9.8%	1.6%
Estimated Fee by Type	N/A	\$60	\$35	\$900
Estimated Revenue	\$13,110	\$9,780	\$630	\$2,700

Cornell ILR Alumni Association, Membership Committee
Update September 21, 2013

1)To ILRAA Members with 1 year FREE membership expiring

Subj: Your Free ILRAA Membership is Expiring

Message:

Can you believe it has been one year since you graduated from Cornell? As a recent graduate, you were given a one year complimentary membership in the ILR Alumni Association.

Now that you have been out for a year, it is time to join the ILR Alumni Association! You are eligible for **the discounted dues for recent grads. The one year membership cost of \$35 is less than this month's cell bill!**

Your Membership Makes a Difference! An ILRAA membership will help you:

- **Stay Connected** – The Alumni Association is key to keeping graduates connected. A membership helps you keep up with old friends, develop valuable networking opportunities, and form rewarding social and professional contacts with other alumni. Check your classmates' activities with Class Notes
- **Attend ILRAA Events** – Enjoy presentations and panel discussions from industry experts and ILR faculty on the latest research and happenings in the field or reconnect with old friends at local events in your area. Your membership also provides a discount to many events.
- **Keep Current** – Members receive the ILR Alumni Bulletin, Weekly Electronic Job Listings, and other special communications with news and events of interest. We will continue to expand the content of the Bulletin to share information about programs and research of interest.
- **Support Our Very Special School** – The Alumni Association works with the School to support important initiatives, including internships, student events, career panels, "Welcome" events for new students, and ILR's Graduation Celebration and Commencement reception.

More recent grads than ever are on the Board of the ILR Alumni Association. **Join them** by clicking on the link below. You will be asked to provide your ID number, which is XXXXXXX or your Net ID, which is xxxxxxx. The annual membership fee is just \$35.

Click here to join the ILRAA:

https://secure.www.alumniconnections.com/olc/pub/CEL/membershipform/showGivingForm.jsp?form_id=146598

Click here to update your contact information: : <http://www.alumni.cornell.edu/services/update-info.cfm>.

If you have any questions about ILRAA membership, please Beth Florin, Chair of the Membership Committee (bcflorin@aol.com), or Dean Burrell, President ILR Alumni Association (DBurrell@Republicservices.com).

Dean

Dean Burrell '79
President, ILR Alumni Association

Chris

Christopher E. Crooker '88
Assistant Dean for Alumni Affairs & Development
Cornell's ILR School

Cornell ILR Alumni Association, Membership Committee
Update September 21, 2013

2) To ILRAA Members paid membership expiring

Subj: It's Time to Renew Your ILR Alumni Association Membership

Message:

Thank-you for your past ILRAA membership. Our records indicate that you last renewed your membership on <date>. This letter is to inform you that on June 30th, your ILRAA membership will expire and we encourage you to renew.

Your Membership Makes a Difference! An ILRAA membership will help you:

- **Stay Connected** – The Alumni Association is key to keeping graduates connected. A membership helps you keep up with old friends, develop valuable networking opportunities, and form rewarding social and professional contacts with other alumni. Check your classmates' activities with Class Notes
- **Attend ILRAA Events** – Enjoy presentations and panel discussions from industry experts and ILR faculty on the latest research and happenings in the field or reconnect with old friends at local events in your area. Your membership also provides a discount to many events.
- **Keep Current** – Members receive the ILR Alumni Bulletin, Weekly Electronic Job Listings, and other special communications with news and events of interest. We will continue to expand the content of the Bulletin to share information about programs and research of interest.
- **Support Our Very Special School** – The Alumni Association works with the School to support important initiatives, including internships, student events, career panels, "Welcome" events for new students, and ILR's Graduation Celebration and Commencement reception.

To renew your membership, click on the link below. You will be asked to provide your ID number, which is «CU_ID», or your Net ID, which is xxxxxx. The annual membership fee is \$60; a lifetime membership is \$900. For recent grads and retirees, the annual membership fee is \$35.

Go to this website address to renew your membership

https://secure.www.alumniconnections.com/olc/pub/CEL/membershipform/showGivingForm.jsp?form_id=146598

Update Your Contact Information! We also want to ensure that we can keep in touch with you regarding ILRAA events, and other ILR sponsored events (such as the Dean's webinar series on ILR related topics). Below is your current contact information that is maintained in Cornell's Alumni database. To make corrections, go to this website address: <http://www.alumni.cornell.edu/services/update-info.cfm>.

Stay Connected with Cornell. In addition don't forget that you can take advantage of Cornell's lifetime email forwarding by signing up at <http://www.alumni.cornell.edu/services/email.cfm>.

«Name»

«Best_Address1»

«Best_Address2»

«Best_Address3»

«Best_City_State_Postal»

Email: «Best_Email»

Cornell ILR Alumni Association, Membership Committee
Update September 21, 2013

Thank you in advance for your interest and support of the ILR School. If you have any questions regarding your membership status, please contact Sue Sappington (ss446@cornell.edu).

Dean

Dean Burrell '79
President, ILR Alumni Association

Chris

Christopher E. Crooker '88
Assistant Dean for Alumni Affairs & Development
Cornell's ILR School

Cornell ILR Alumni Association, Membership Committee
Update September 21, 2013

3) To all other alumni that are not ILRAA Members

Subj: Consider Joining the ILR Alumni Association

Message:

Did you know that over 1000 of your fellow alumni are currently members of the ILR Alumni Association? We're hoping that you will consider joining too!

The ILR Alumni Association promotes the interests and welfare of Cornell University's ILR School, and its alumni, faculty and students. In fulfilling its mission of service, the Association also provides opportunities for alumni to keep up with the latest issues in the field and to form rewarding social and professional contacts with other alumni.

The Association provides a critical link between the alumni and the school and is supported exclusively by member dues and volunteer support. Whether pursuing a traditional ILR career or another path, the mission of the ILR School, "Advancing the World of Work," touches all ILR alumni.

Your Membership Makes a Difference! An ILRAA membership will help you:

- **Stay Connected** – The Alumni Association is key to keeping graduates connected. A membership helps you keep up with old friends, develop valuable networking opportunities, and form rewarding social and professional contacts with other alumni. Check your classmates' activities with Class Notes
- **Attend ILRAA Events** – Enjoy presentations and panel discussions from industry experts and ILR faculty on the latest research and happenings in the field or reconnect with old friends at local events in your area. Your membership also provides a discount to many events.
- **Keep Current** – Members receive the ILR Alumni Bulletin, Weekly Electronic Job Listings, and other special communications with news and events of interest. We will continue to expand the content of the Bulletin to share information about programs and research of interest.
- **Support Our Very Special School** – The Alumni Association works with the School to support important initiatives, including internships, student events, career panels, "Welcome" events for new students, and ILR's Graduation Celebration and Commencement reception.

To join the ILR Alumni Association, click on the link below. You will be asked to provide your ID number, which is «CU_ID», or your Net ID, which is xxxxxx. The annual membership fee is \$60; a lifetime membership is \$900. For recent grads and retirees, the annual membership fee is \$35.

Go to this website address to renew your membership

https://secure.www.alumniconnections.com/olc/pub/CEL/membershipform/showGivingForm.jsp?form_id=146598

Update Your Contact Information! We also want to ensure that we can keep in touch with you regarding ILRAA events, and other ILR sponsored events (such as the Dean's webinar series on ILR related topics). Below is your current contact information that is maintained in Cornell's Alumni database. To make corrections, go to this website address: <http://www.alumni.cornell.edu/services/update-info.cfm>.

Stay Connected with Cornell. In addition don't forget that you can take advantage of Cornell's lifetime email forwarding by signing up at <http://www.alumni.cornell.edu/services/email.cfm>.

Cornell ILR Alumni Association, Membership Committee
Update September 21, 2013

«Name»

«Best_Address1»

«Best_Address2»

«Best_Address3»

«Best_City_State_Postal»

Email: «Best_Email»

Thank you in advance for your interest and support of the ILR School. If you have any questions regarding your membership status, please contact Sue Sappington (ss446@cornell.edu).

Dean

Chris

Dean Burrell '79
President, ILR Alumni Association

Christopher E. Crooker '88
Assistant Dean for Alumni Affairs & Development
Cornell's ILR School

ILR Alumni Association

Your Membership expired 6-30-2013 - Please rejoin now!!

Your Membership in the **ILR Alumni Association**
Makes a Difference!

- *Stay Connected*
- *Attend ILRAA Events*
- *Keep Current on the ILR School*

To learn more about the ILR Alumni Association visit [here](#)

To become a member visit [here](#)



6623

Questions? Contact Sue Sappington at ss446@cornell.edu or 607-255-