

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

