

A New Option for your Class Membership: Automatic Renewal Enhanced Program

This year each alumni class has the option to participate in the New Automatic Renewal Enhanced Program. This program is a step beyond the current automatic renewal system that already exists.

If your class wants to participate in this new enhanced program, your classmates who pay by credit card will automatically be enrolled in the Automatic Renewal Program. Each subsequent year their credit card will be charged for dues.

CACO has piloted several classes to evaluate the duespayer trend with this new program. Below are the statistics to help you make an informed decision for your class.

When filling out the printing and mailing form for your Membership Plan please check the ENHANCED box if you would like to participate in this new Automatic Renewal Enhanced Program. If the box is not checked, it will be business as usual for class dues payment process.

Please note: The following sample text will be used to inform your classmates of the NEW payment process if your class participates.

SAMPLE TEXT.....
(included in the cover letter of the EZRA Newsletter on page 12)
This could be the LAST dues card you'll ever receive! With our new Automatic Dues Renewal Program, it only takes

a couple of minutes to stay active for years to come. Here are the two NEW convenient payment options:

1) Log on to www.alumni.cornell.edu/classes.htm to pay electronically with a credit card. Beginning this year, choosing this option automatically enrolls you in our Automatic Dues Renewal Program. This means we will charge your class dues to the same credit card once a year until you cancel. With this option, you avoid the hassle of sending in your form and payment each year. If you wish to stop the automatic payments at any time, you may cancel by calling 607-255-3021.

2) If you do not want to enroll in our Automatic Dues Renewal Program, simply pay by check. Just return the enclosed dues card with your check payable to the Cornell Class of XXXX. If you have any questions, call 607-255-3021.

Automatic Renewal - Thank You E-mail

For classmates that have signed up for the Automatic Renewal program and therefore already paid their dues, we will no longer be sending "Thanks you've paid" cards. We will be sending an e-mail message or letter to your Automatic Renewal members informing them that their credit card was charged successfully. This message also informs them to watch for their first mailing from their class so that they still receive information about the class and send in their news.

NUMBER OF AUTOMATIC RENEWAL MEMBERS FOR PILOT CLASSES

Classes	2004	2005	2006	2007	2008
1960	53	54	142	169	na
1973	36	42	187	201	na
1979	41	44	100	239	na
2003	9	11	183	259	na
1965	na	44	44	134	199*
1980	na	45	66	217	222*
1990	na	53	68	198	222*

* = 5th month of solicitation cycle, 7 more months to go

**Completed Printing and Mailing Forms are due
to C&RP by August 1, 2007**