



**DUES INCENTIVE PROGRAM  
CLASSES OF 1945 TO 2009**

**FY 2009-2010**

We are pleased to announce that the Office of the Alumni Association will again provide a cash incentive to your class to help underwrite the costs of your first two dues mailings. To receive the full incentive available to you the following requirements must be met:

1. Your completed **Class Activity Report** must be received in the Office of the Alumni Association by August 17, 2009.
2. Your completed **Class Annual Financial Report** must be received in the Controllers Office by August 17, 2009.
3. Your **first dues request** mailing must be received by Ruby Bragg in Alumni Services by the following dates:  

**August 3 - for major reunion classes**  
**August 17 - for non major reunion classes**
4. Your **second dues request mailing and your dues ledger** must be received by Ruby Bragg in Alumni Services by the following dates:  

**October 19 - for major reunion classes**  
**November 9 - for non major reunion classes**

If we receive your mailings by the first dates in each of the two due dates AND your activity and financial reports are received on time, we will be able to present a check to your class for the following amount:

<u>Classes</u>	<u>Amount</u>
'45-'59	\$200
'60-'69	\$400
'70-'79	\$500
'80-'89	\$600
'90-'09	\$800

<b>DUE DATES:</b>	<b>Major Reunion Classes</b>		<b>Non Major Reunion Classes</b>	
	<i>1<sup>st</sup> Mailing</i>	<i>2<sup>nd</sup> Mailing</i>	<i>1<sup>st</sup> Mailing</i>	<i>2<sup>nd</sup> Mailing</i>
Full amount	August 3	October 19	August 17	November 9
Half amount	August 10	October 26	August 24	November 16

This year we are offering a second chance for participation if you miss the mailing due dates. If you miss the first mailing due date, you will have a week to qualify for half the incentive amount. If you also miss the first date for the second mailing, you will have a week to qualify, and you will only receive a quarter of the full amount. For example:

<b>1<sup>st</sup> Due Date</b>	<b>+</b>	<b>2<sup>nd</sup> Due Date</b>	<b>=</b>	<b>% of Incentive Given</b>
On time		On time		100%
On time		One week late		50%
One week late		On time		50%
One week late		One week late		25%
<i>More than one week late for either date</i>				0%

We suggest that your first class mailing be written by the President and include upcoming events and a paragraph asking for dues. In most cases, you will probably want the second mailing to be written by the **Treasurer** as a straight dues appeal to be sent only to classmates who have not responded to the first request.

Your marked dues ledger or electronic file of dues payers **must** accompany your second letter to meet the due date, unless you indicate that the second appeal should be sent to all classmates.

*Any class that has done a president/1<sup>st</sup> dues letter by the qualifying dates, and does a second appeal by **email** by the qualifying date, shall receive one half (1/2) of the first qualifier incentive. For example, if the full incentive is \$800, and the email goes out by the 2<sup>nd</sup> full incentive date, the dollar amount to the class would be \$400.*

Information on how we can help process your mailings can be found at  
[http://alumni.princeton.edu/main/volunteers/class\\_volunteers/](http://alumni.princeton.edu/main/volunteers/class_volunteers/)

Questions? Please contact Dottie Werner at 609-258-5451 or [tigerdot@princeton.edu](mailto:tigerdot@princeton.edu).