In partnership with the Alumni Council’s Class Affairs Committee, the Office of Alumni Affairs is pleased to announce a **NEW** cash incentive program for classes to improve their dues collection practices. Unlike the prior program, which only rewarded for paper mailings, the new program recognizes those classes that increase their dues participation rate from the previous year.

In order to receive the full incentive available, your class must meet the following requirements:


2. Your class must increase its participation rate of dues collection over the previous fiscal year. Please note, in order to qualify for this program, your class must have a minimum participation rate of 15% by June 30, 2019.

If you meet these requirements, your class will be rewarded the following amount:

<table>
<thead>
<tr>
<th>Classes</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>’51 - ’69</td>
<td>$200</td>
</tr>
<tr>
<td>’70 - ’79</td>
<td>$400</td>
</tr>
<tr>
<td>’80 - ’89</td>
<td>$500</td>
</tr>
<tr>
<td>’90 - ‘19</td>
<td>$600</td>
</tr>
</tbody>
</table>

In addition, any class that previously had a dues collection rate of less than 20%, and achieves a due collection rate of at least 20% this fiscal year, will be entitled to receive an additional **$200**.

This year, classes may choose to **opt out** of the new program and participate in the former Dues Incentive Program. Class officers interested in exercising this option should contact Dottie Werner no later than August 1, 2019.

Please contact the Office of Alumni Affairs with any questions.

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*Please keep reading for suggested best practices!*
BEST PRACTICES FOR CLASS DUES COLLECTION

1. Ask Your Classmates for Dues!

2. Educate
   - Clarify the difference between class dues and Annual Giving
     - *Class dues fund your class and are used to support class-sponsored events and the PAW subscription*
     - *Annual Giving supports unrestricted funds for use by Princeton University*
   - Remind classmates that class dues are tax deductible

3. Utilize Different Forms of Communication
   - Email
   - Snail Mail
   - Website
   - Social Media
   - Personal Notes

4. Know When to Ask
   - Include a request for dues in the President’s and Treasurer’s letters
     - *First contact: late summer/early fall (August/September)*
     - *Reminder: late fall (typically November)*
   - Additional appeals may be made at other times of year but be aware of when Annual Giving campaigns or Reunions information is sent to avoid confusion

5. Incentivize and Recognize
   - Honor roll
     - *Publicly recognize classmates with consistent payment records*
     - *Allow classmates to pay past dues to join the Honor Roll*
   - Multi-year payments
     - *Offer multi-year payments (Ex: 1 year at $25; 5 years at $100)*
   - Points system
     - *Offer a points system that rewards classmates for engagement and participation in class dues*
   - Special levels of giving
     - *Create a special dues tier for those who are willing to give more*
     - *Incorporate your class numerals (Ex: Class of ’93 has “Club 93” for those willing to donate $93 versus the standard $60)*

6. Send Tailored Communication
   - Summarize how much is owed in back dues
   - Pay special attention to classmates who paid dues last year but not this year
   - Customize the salutation with the recipient’s name

7. Thank Dues Payers