

Association of Yale Alumni
Suggested Content for Class Dues Solicitation Letters

- News from New Haven and Rose Alumni House. The AYA (www.aya.yale.edu) and Office of Public Affairs (opa.yale.edu) websites are a good place to look for ideas. For example:
 - The Yale Corporation's approval to build two new residential colleges as well as the ongoing residential college renovations
 - Yale's expansion to the new "West Campus" (formerly Bayer Campus in West Haven) and new buildings on campus
 - New Haven being named an "All America City" in 2008
- For classes who have just celebrated a reunion, a recap of the highlights of the weekend and call to replenish the class treasury with dues contributions.
- For classes with new officers, an introduction of themselves (including new secretary or corresponding secretary) and goals for the coming term.
- For classes with a reunion this coming spring:
 - a reminder of the dates of the reunion (May 28-31 or June 4-7)
 - contact information for your reunion chair
 - an invitation to get involved in planning the reunion, or encouraging others to attend the reunion
- Words of thanks to:
 - Reunion and mini-reunion chairs and their committees
 - Class officers (particularly outgoing)
 - Other class volunteers: council members, webmasters, corresponding secretaries, etc.
- Highlights of recent class events and previews of upcoming events
- Call for volunteers for class council/class event volunteers.
- Update on your class website, or a call for content to be added to the website.
- A reminder that treasury funds are used to pay for all-class mailings, defray the costs of reunion events, and sometimes assist with events between the 5-year reunion activities in New Haven. Treasury funds also pay for the class subscription to the *Yale Alumni Magazine*. Class dues are tax-deductible and can be paid online at www.aya.yale.edu/classes/dues.
- Reminder to keep contact information up-to-date using the Online Alumni Directory
- Reminder to classmates to send news about themselves or their families to your class secretary for inclusion in the class notes section of YAM.
- The January follow-up letter can include any of the above content, as well as the note that it is not too late to pay dues, as every dollar helps defray class expenses.

Formatting your letter

- Our staff will format your letter to fit your letterhead. To best facilitate this, please send your text for your fall solicitation and January follow-up letters to your staff liaison as Microsoft Word documents.
- We will add the following postscript to all letters:

A note on the difference between class dues and gifts to the Yale Alumni Fund. Class dues specifically support the activities of our Class, whereas annual donations to the Alumni Fund are used to address the most pressing needs of the University and directly benefit current students. Please consider contributing to both of these important appeals in particular in support of Yale and our class.