

# FY23 dues drafts

## #1 March 27 - first email, from CACO president

Sender CACO President Erica Healey-Kagan '05  
SUBJ A Stay connected with your class  
SUBJ B Don't forget to pay class dues, ###PreferredComputedName###  
PRE Pay your class dues today

###PreferredComputedName###,

Here comes the sun! I trust this note finds you happy and healthy. Spring is here, and that means more opportunities to gather with classmates to celebrate our shared Cornell connections.

To continue offering these opportunities to engage with one another, your class needs your support. One of the most important ways to ensure that your class can plan activities, events, communications, and special projects is to pay your 2023-2024 class dues (good for 7/1/23 – 6/30/24). Class dues make our continued connection possible. On behalf of the CACO Board, thank you!

**[PAY YOUR DUES NOW]**

Warmly,  
Erica Healey-Kagan '05  
President of CACO Board

P.S. Paying class dues is not considered the same as making an outright gift to Cornell. Class dues support specific engagements for your class, while other gifts to Cornell support broader Cornell initiatives. As with your other philanthropic giving, class dues are tax-deductible. And, both paying class dues and making a gift can impact Cornell's rankings! GO BIG RED! 🐻

P.P.S. As always, dues payers receive exclusive discounts via the Big Red Marketplace!

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## #2 April 24 - printed letter from class officers

April 2023

Dear 'XX classmate,

Our connections to each other are more important than ever. No matter how you stay connected to our Cornell family—whether you choose to join us in person for celebrations or engage remotely—your involvement is vital to maintain the community we share.

As we have more opportunities to gather with classmates in person again, paying class dues is essential. Your support helps Class of 'XX plan all the activities, events, communications, and special projects that strengthen our connections to each other and to Cornell.

The enclosed dues form provides an additional opportunity to support Cornell. By contributing to the Class of XX Scholarship [or fund], you will be making a philanthropic gift to Cornell in addition to paying your class dues. This last year, our scholarship [did \_\_\_\_].

We hope you'll stay involved with our class community by becoming a 2023-2024 class dues payer, and that you'll support current Cornell students [or other] by making an additional gift to our class scholarship [or fund]. Thank you for your contribution! It helps make our continued connections possible.

[Signature]

P.S. Paying class dues is not considered the same as making an outright gift to Cornell. Class dues support class-specific engagement, while other gifts to Cornell support broader Cornell initiatives. Class dues are tax-deductible. And, both paying class dues and making a gift can impact Cornell's rankings! GO BIG RED! 🍷

P.P.S. Want to make sure you don't miss any communications from your class or Cornell? Update your email address and email preferences at [www.cornellconnect.cornell.edu](http://www.cornellconnect.cornell.edu).

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### #3 May 8 - second email

SUBJ A      Three easy ways to connect with your class  
SUBJ B      Wondering how to strengthen ties with your class?  
PRE         Connect with your class today!

## ##PreferredComputedName##, do you have five minutes?

Check off these three easy ways to stay connected to your classmates. It doesn't get simpler than this.

- [Pay your 2023-2024 class dues](#). Class dues power events, activities, and special projects for your class. We couldn't do it without you! Your contribution covers 7/1/23 – 6/30/24.
- [Update your contact information](#). Keep your profile up to date to hear about the latest and greatest Cornell news.
- [Read Class Notes](#) and [submit your news](#). Have you marked a milestone or taken a trip? Write a Big Red memory for your class correspondents to share, and hear from your class.

Knock all three off your To Do list today! ✓

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#### #4 June 21 - third email

SUBJ A Last chance to pay class dues!  
SUBJ B Help your class, ##PreferredComputedName##!  
PRE Pay your class dues today!

## It's your last chance to pay class dues this year, ##PreferredComputedName##!

Class dues are more important than ever. Now that we have more ways to gather in person with our classmates, your dues make sure that your class can host activities, hold events, and plan special projects.

**[PAY YOUR DUES NOW]**

When you pay your 2023-2024 class dues (good for 7/1/23 – 6/30/24), you're fueling Cornell connections for the year to come. Thank you!

P.S. Class dues are tax-deductible, similar to your other philanthropic giving. But paying class dues is not considered the same as making an outright gift to Cornell. While class dues support class-specific engagement, other gifts to Cornell support broader Cornell initiatives. Both paying class dues and making a gift can impact Cornell's rankings! GO BIG RED! 🐻

P.P.S. Don't forget, dues payers receive special discounts via the Big Red Marketplace!

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#### #5 August 7 - fourth email email to non renewals (those who paid last year but not yet this year)

SUBJ Pay your class dues today!  
PRE Pay your class dues again this year

Your class needs your help, ##PreferredComputedName##!

**You made a big difference for your class when you paid your dues last year. [Please do it again this year.](#)**

Class dues keep things running—from exciting events, to fun activities and special projects. When you pay your class dues for the 2023-2024 year (7/1/23 – 6/30/24), you enable connections with your classmates and the university. 🐻

**[PAY YOUR DUES NOW]**