

October 11, 2001

Dear Chapter Leader:

The Membership Department is happy to announce a new opportunity for your Chapter to earn incentives by renewing past Audubon members who expired before 2000.

In response to an overwhelming request from Chapters to recruit expired members, we've created a program to do just that. It is true, former Audubon members are the most responsive for membership recruitment. Therefore, this new incentive is a great opportunity for your Chapter to get in touch with people in your area who you know had an interest in Audubon. Act now, and ask former members to re-join for only \$20.00. And earn \$20.00 for your Chapter.

Here's how the program works:

- Chapters that want to receive their 2000 member expire list must fill out the Former Member List Request Form attached. Please make sure to include accurate contact information and indicate what format your Chapter wants the list labels or e-labels.
- We can provide you with the Former Member List Request twice a year.

List Request Forms Due in NY

December 1st
March 1st

List Delivery

January
April

All list requests can be faxed to 212-353-0190, emailed to kvullis@audubon.org or mailed to:

Kathy Vullis
Membership Department
700 Broadway
New York, NY 10003

- Funds for the programming will be deducted from your Chapter Dues Share payments. Each list will cost approximately \$10.00 per thousand.
- A sample letter to help your Chapter encourage former Audubon members to rejoin is attached for you to customize.

Don't forget, to participate now, we need your request by December 1st. I hope your Chapter will take advantage of this great opportunity to help recruit new members. Please feel free to contact me with any questions at ktotaro@audubon.org or call 212-979-3120.

Sincerely,

Kristen Totaro
Partnership Marketing Director

