MEMBERSHIP TIERS

**TIER 1**
“Student Member”
Current students that contribute to the student alumni association each year.

**TIER 2**
“Annual Member”
Alumni and friends who contribute to the alumni association each year.

**TIER 3**
“Life Member”
Alumni and friends who have met the required contribution for Life Membership.

**TIER 4**
“Sustaining Life Member”
A Life Member who continues to contribute to the Georgia State Alumni Association Scholarship Endowment after completing Life Membership contribution.
Membership Transition: "Panthers For Life"

This projection model is for rolling back annual membership. Lifetime membership and the sustaining lifetime donation model will remain as "enhanced" giving levels.

Pre-Transition Planning
- Determine the membership model
- Identify the point of contact
- Create AA board through Ad Hoc Committee
- Draft communication to members vs. non-members
- Determine future of SAA membership model
- Establish a refund plan as a precaution to launch

Plan Transition
- Leadership approves campaign timeline
- Disable membership links
- Determine dates for audience segments (members vs. non-members)
- Donor recognition plan and premium benefits (for lifetime members)

Transition Kick-Off
- Remove all membership links
- Announce plan to life and annual members (mail)
- Announce plan to all non-members (mail)
- Begin social media push
- Send an email blast to all segments
- Highlight the benefits of upgrading to lifetime
- Discontinue sending renewal notifications
- Ad in digital magazine

Follow Through
- Track/log all call and email concerns
- Lifetime discount incentive ends June 30, 2021
- Update accounting systems
- Final campaign report

JAN 2020
- Member Communication
  - Members (Mail): Jan 11
  - Members - Reminder (Email): Jan 25

FEB 2020
- Non-Member Communication
  - Non-Members (Mail): Feb 1
  - All segments (Social Media): Feb 1
  - All Segments (Panther News)

MAR 2020
- Website
  - Sustaining Lifetime Membership Program
  - New Member benefits outlined

MAR 31, 2021
- Transition Complete

Source: https://www.nonprofitpro.com/post/infographic-how-create-timeline-next-capital-campaign/
As a lifelong Panther, your Alumni Association is the No. 1 way to stay connected with the resources and memories of your alma mater.

You can enjoy exclusive events throughout the year, networking opportunities and lots of fun.

98% of the cost for this membership level is tax-deductible.

You’ll know that your Lifetime Membership has a far-reaching impact on Georgia State University through the Association’s work to grow advocacy efforts, expand scholarships, connect alumni, and develop community relationships.

Dear <name>,

As an incentive to anyone joining as a life member, the Alumni Association will match the dollar amount of life memberships paid in full as a gift to the Alumni Association Scholarship Endowment.

The life membership option not only makes a bold statement about Panther pride, but it is another way we can measure intentional engagement, which makes an impact in the lives of current students and alumni.

These valuable contributions will help fund essential programs and student scholarships with the Georgia State Alumni Association.
FOR A LIFETIME
JOIN US
Yes, I want to become a Life Member

Fill out and mail the below reply card, visit alumni.gsu.edu or call 800-GSU-ALUM.

Individual Life Membership
☐ $750

Individual Senior Life Membership (65+)
☐ $500

Joint Life Membership
☐ $1,000

Joint Senior Life Membership (65+)
☐ $750

Member name: Sharon German Westfield

Joint member name: ____________________________
(If applicable, indicate Georgia State class year)

Payment Options

☐ Charge my credit/debit card for the amount listed above.
   (VISA, MasterCard, AMEX, Discover)

Name on card: ________________________________________

Card number: ____________________________ Exp: _____________

Signature: ________________________________

☐ Check enclosed.
   (Please make check payable to Georgia State University Alumni Association)
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Individual Senior Life Membership (65+)
☐ $500

Joint Life Membership
☐ $1,000

Joint Senior Life Membership (65+)
☐ $750

Member name: Emily Graybill

Joint member name: ____________________________
(If applicable, indicate Georgia State class year)

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Name on card: ____________________________________________________________

Card number: ________________________________ Exp: __________________

Signature: ______________________________________________________________

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Individual Life Membership
☐ $750

Joint Life Membership
☐ $1,000

Individual Senior Life Membership (65+)
☐ $500

Joint Senior Life Membership (65+)
☐ $750

Member name: F. Abney

Joint member name: __________________________
(If applicable, indicate Georgia State class year)

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Name on card: __________________________________________

Card number: ____________________________ Exp: _____________

Signature: ____________________________

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   (VISA, MasterCard, AMEX, Discover)

Name on card: ____________________________________________

Card number: ____________________________ Exp: ______________

Signature: ____________________________________________

☐ Check enclosed.  
   (Please make check payable to Georgia State University Alumni Association)

Member name: Amanzouret Thao Guy-Stephane Aka

Joint member name: ________________________________  
   (If applicable, indicate Georgia State class year)

Individual Life Membership  Joint Life Membership
☐ $750  ☐ $1,000

Individual Senior Life  Joint Senior Life
Membership (65+)  Membership (65+)
☐ $500  ☐ $750

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Yes, I want to become a Life Member

Fill out and mail the below reply card, visit alumni.gsu.edu or call 800-GSU-ALUM.

Individual Life Membership  $750

Joint Life Membership  $1,000

Individual Senior Life Membership (65+)  $500

Joint Senior Life Membership (65+)  $750

Member name: COL (Ret) Elton R. and Mrs. Patti J. Lanier

Joint member name: ____________________________________________
(If applicable, indicate Georgia State class year)

Payment Options

☐ Charge my credit/debit card for the amount listed above.
   (VISA, MasterCard, AMEX, Discover)

Name on card: _________________________________________________

Card number: ____________________________ Exp: ______________

Signature: __________________________________________________

☐ Check enclosed.
   (Please make check payable to Georgia State University Alumni Association)
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Individual Life Membership
☑ $750

Joint Life Membership
☑ $1,000

Individual Senior Life Membership (65+)
☑ $500

Joint Senior Life Membership (65+)
☑ $750

Member name: Carol Lord

Joint member name: ________________________________
(If applicable, indicate Georgia State class year)

Payment Options

☑ Charge my credit/debit card for the amount listed above.
  (VISA, MasterCard, AMEX, Discover)

Name on card: _____________________________________________

Card number: ________________________________ Exp: _____________

Signature: _____________________________________________

☑ Check enclosed.
  (Please make check payable to Georgia State University Alumni Association)
Yes, I want to become a Life Member
Fill out and mail the below reply card, visit alumni.gsu.edu or call 800-GSU-ALUM.

- Individual Life Membership: $750
- Joint Life Membership: $1,000
- Individual Senior Life Membership (65+): $500
- Joint Senior Life Membership (65+): $750

Member name: Renee Bazemore

Joint member name: ____________________________
(If applicable, indicate Georgia State class year)

Payment Options

☐ Charge my credit/debit card for the amount listed above.
   (VISA, MasterCard, AMEX, Discover)

Name on card: ____________________________

Card number: ____________________________ Exp: _____________

Signature: ____________________________

☐ Check enclosed.
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Yes, I want to become a Life Member

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Individual Life Membership  $750

Individual Senior Life Membership (65+)  $500

Joint Life Membership  $1,000

Joint Senior Life Membership (65+)  $750

Member name: Julie and Alfonso MacGregor-Peralta

Joint member name: __________________________________________
(If applicable, indicate Georgia State class year)

Payment Options

☐ Charge my credit/debit card for the amount listed above.
  (VISA, MasterCard, AMEX, Discover)

Name on card: ______________________________________________

Card number: ___________________________ Exp: _____________

Signature: ________________________________________________

☐ Check enclosed.
  (Please make check payable to Georgia State University Alumni Association)
Yes, I want to become a Life Member
Fill out and mail the below reply card, visit alumni.gsu.edu or call 800-GSU-ALUM.

**Payment Options**

- [ ] Charge my credit/debit card for the amount listed above.
  (VISA, MasterCard, AMEX, Discover)

  Name on card: ____________________________________________

  Card number: __________________________ Exp: ______________

  Signature: ______________________________________________

- [ ] Check enclosed.
  (Please make check payable to Georgia State University Alumni Association)

**Member name:** Rachel Grogan

**Joint member name:** ____________________________

(If applicable, indicate Georgia State class year)

**Individual Life Membership**

- [ ] $750

**Individual Senior Life Membership (65+)**

- [ ] $500

**Joint Life Membership**

- [ ] $1,000

**Joint Senior Life Membership (65+)**

- [ ] $750
Yes, I want to become a Life Member
Fill out and mail the below reply card, visit alumni.gsu.edu or call 800-GSU-ALUM.

Individual Life Membership
☐ $750

Joint Life Membership
☐ $1,000

Individual Senior Life Membership (65+)
☐ $500

Joint Senior Life Membership (65+)
☐ $750

Member name: Cathy Jackson

Joint member name: ________________________________
(If applicable, indicate Georgia State class year)

Payment Options

☐ Charge my credit/debit card for the amount listed above.
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Name on card: __________________________________________

Card number: _______________________________ Exp: __________

Signature: ________________________________

☐ Check enclosed.
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Individual Life Membership  ☐ $750

Individual Senior Life Membership (65+)
☐ $500

Joint Life Membership  ☐ $1,000

Joint Senior Life Membership (65+)
☐ $750

Member name: Whitney Chandler

Joint member name: ____________________________________________
(If applicable, indicate Georgia State class year)

Payment Options

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Name on card: ________________________________________________

Card number: ____________________________ Exp: ________________

Signature: __________________________________________________

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Individual Life Membership

☐ $750

Individual Senior Life Membership (65+)

☐ $500

Joint Life Membership

☐ $1,000

Joint Senior Life Membership (65+)

☐ $750

Member name: Chief James A. and Ms. Cynthia Moore

Joint member name: 

(If applicable, indicate Georgia State class year)

Payment Options

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(VISA, MasterCard, AMEX, Discover)

Name on card: 

Card number: __________________________ Exp: ____________

Signature: ______________________________________

☐ Check enclosed.

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Individual Life Membership
☐ $750

Joint Life Membership
☐ $1,000

Individual Senior Life Membership (65+)
☐ $500

Joint Senior Life Membership (65+)
☐ $750

Member name: Daniel and Jesika French

Joint member name: __________________________
(If applicable, indicate Georgia State class year)

Payment Options

☐ Charge my credit/debit card for the amount listed above.
   (VISA, MasterCard, AMEX, Discover)

Name on card: __________________________________________________________

Card number: ________________________________ Exp: _____________

Signature: _____________________________________________________________

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Individual Life Membership
☐ $750

Joint Life Membership
☐ $1,000

Individual Senior Life Membership (65+)
☐ $500

Joint Senior Life Membership (65+)
☐ $750

Member name: Ke Ma

Joint member name: 
(If applicable, indicate Georgia State class year)

Payment Options

☐ Charge my credit/debit card for the amount listed above.
   (VISA, MasterCard, AMEX, Discover)

Name on card: 

Card number: ____________________ Exp: ______________

Signature: ________________________________

☐ Check enclosed.
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Individual Life Membership
☐ $750

Individual Senior Life Membership (65+)
☐ $500

Joint Life Membership
☐ $1,000

Joint Senior Life Membership (65+)
☐ $750

Member name: Linda Batcheller

Joint member name: ____________________________
(If applicable, indicate Georgia State class year)

Payment Options

☐ Charge my credit/debit card for the amount listed above.
   (VISA, MasterCard, AMEX, Discover)

Name on card: ____________________________________

Card number: ____________________________ Exp: ____________

Signature: _______________________________________

☐ Check enclosed.
   (Please make check payable to Georgia State University Alumni Association)
We are making positive changes to the Georgia State Alumni Association membership program.

For a limited time you can become a lifetime member at a reduced rate. In years past, members have supported the Alumni Association through annual dues that fund programs, activities and resources for Panther alumni around the world. As of July 1, 2021 annual membership will be replaced with an enhanced Lifetime Membership program, Panther for Life.

When you are a Panther for Life you will be recognized as having a deeper commitment to the university community. The Alumni Association will help you strengthen connections to your Panther pride and to your peers, and keep you informed of the latest campus news and activities.