



MAILING INCENTIVE PROGRAM FISCAL YEAR 2024 CLASSES OF 1951 - 2023

Alumni Engagement and the Class Affairs Committee are offering a Mailing Rebate Program – formerly known as the Dues Incentive Program – to help defray the cost of paper copy mailings.

To receive the full incentive available to your class, the following requirements must be met:

1. Your completed **Class Annual Financial Report** must be received by the University Treasurer by **September 15, 2023**.
2. Your **first letter must be received by** Alumni Mailing Services by:
 - **August 15 - for major reunion classes**
 - **August 22 - for non-major reunion classes**
3. Your **second letter** with dues ledger must be received by Alumni Mailing Services by:
 - **November 1 - for major reunion classes**
 - **November 15 - for non-major reunion classes**

If we receive your class financial report and your *complete** mailing by the deadlines above, your class will receive a check for the following amount:

Classes	Incentive
1951-1973	\$200
1974-1983	\$400
1984-1993	\$500
1994-2003	\$600
2004-2023	\$800

**Complete means all correspondence and documents to be included are enclosed.*

Please remember to send all mailing requests to acmail@princeton.edu.

Your first class mailing should be written by the Class President and include upcoming events and a paragraph requesting news for the PAW column and dues. Typically, the second mailing is written by the Class Treasurer and sent only to classmates who have not responded to the first request. If you are sending a more general letter, the mailing can be split, with dues payers receiving only the letter and non-payers receiving the letter and a dues card.

Your marked dues ledger or electronic file of dues payers must accompany your second letter, unless you indicate that the second letter should be sent to all classmates.

Any class that sends a hard-copy dues solicitation mailing by the first deadline and a second appeal via **EMAIL** by the deadline, shall receive one-half (1/2) of the incentive. For example, if the full incentive is \$800 for two hard-copy mailings, the incentive potential for a one hard-copy mailing followed by an email, assuming both deadlines are met, would be \$400.