



[nameformatted]  
[addrline1]  
[addrline3]  
[addrcity], [addrplace] [addrzipcod]

Dear [namesalutation],

You have always been a vital member of the Panther team – and now your team is about to get a lot bigger.

**In 2017, we are expanding the UNI Alumni Association to all UNI alumni and discontinuing our dues-based model.** Our goal is to be more inclusive by offering programs and services for all Panthers. This will take our alumni membership from 7,000 to more than 113,000 members.

As an organization, we have dedicated ourselves to creating a continuum of involvement for alumni. Nationally, alumni organizations of all sizes are shifting toward similar universal memberships that emphasize engagement over fees.

**As a Lifetime Member, you have made a commitment to us and have been among our most significant supporters.** Your passion and loyalty have allowed us to build the program to the level where we can now actively engage all alumni and better serve the university overall.

What does this change mean for you? Lifetime Member benefits are just that – benefits we have promised for your lifetime. While the full list of restaurant, hotel and entertainment discounts will be phased out in 2017, as a current Lifetime Member, you will continue to receive key benefits, such as:

- Invitation-only activities at select athletic events
- University Book & Supply discounts
- Discounts with UNI Athletics and Gallagher Bluedorn
- *UNI Today* alumni magazine

We wholeheartedly recognize the UNI Alumni Association would not be where it is today without your support. **To express our gratitude, we will be publicly recognizing all Lifetime Members with a permanent addition to campus.**

We are in the planning process for a new terrace near the Campanile. Each current Lifetime Member will have a brick placed there, inscribed with your name; joint member households will receive two bricks. This is our way of saying thank you for being a Lifetime Member – there is no cost to you.

**Please see the attached artwork for your brick layout, and let us know if you would like any changes by May 13, 2016.** The brick project and re-landscaping of the Campanile will take place over the next year and a half, with project completion estimated by fall of 2017.

Thank you for your continued commitment to the University of Northern Iowa. We look forward to this new chapter of the UNI Alumni Association and we appreciate your support of this initiative.

Should you have any questions, please visit our FAQ page at [www.unialum.org/FAQ](http://www.unialum.org/FAQ) or feel free to contact me at [Leslie.Prideaux@uni.edu](mailto:Leslie.Prideaux@uni.edu) or 319-273-2355.

We hope to see you at our next event!

Purple for Life,

Leslie Prideaux  
Director of Alumni Relations



[nameformatted]  
[addrline1]  
[addrline3]  
[addrcity], [addrplace] [addrzipcod]

Dear [namesalutation],

You have been a vital member of the Panther team – and now your team is about to get a lot bigger.

**In 2017, we are expanding the UNI Alumni Association to all UNI alumni and discontinuing our dues-based model.** Our goal is to be more inclusive by offering programs and services for all Panthers. This will take our alumni membership from 7,000 to more than 113,000 members.

As an organization, we have dedicated ourselves to creating a continuum of involvement for alumni. Nationally, alumni organizations of all sizes are shifting toward similar universal memberships that emphasize engagement over fees.

**As a current Lifetime Member, you have made a commitment to us and have been among our most significant supporters.** Your passion and loyalty have allowed us to build the program to the level where we can now actively engage all alumni and better serve the university overall.

**Lifetime Member benefits are just that – benefits we have promised for your lifetime.** While the full list of restaurant, hotel and entertainment discounts will be phased out in 2017, current Lifetime Members will continue to receive key benefits, such as:

- Invitation-only activities at select athletic events
- University Book & Supply discounts
- Discounts with UNI Athletics and Gallagher Bluedorn
- *UNI Today* alumni magazine

We wholeheartedly recognize the UNI Alumni Association would not be where it is today without your support. **To express our gratitude, we will be publicly recognizing all Lifetime Members with a permanent addition to campus.**

We are in the planning process for a **new terrace near the Campanile**. Each current Lifetime Member will have a brick placed there, inscribed with your name; joint member households will receive two bricks. This is our way of saying thank you for being a Lifetime Member – there is no cost to you.

**Please see the attached artwork for your brick layout, and let us know if you would like any changes by May 13, 2016.** The brick project and re-landscaping of the Campanile will take place over the next year and a half, with project completion estimated by fall of 2017.

With the closing of the Lifetime program, we have created three options for members still paying on their pledges.

- 1. Pay off your pledge in full by June 1, 2016 and receive a \$100 credit.** With your current remaining total of [total due], your new total, including the \$100 credit, would be [new total]. This allows our staff to officially close the Lifetime program and dedicate their time to new services and offerings. Your current list of full benefits will be honored until 2017, with the key benefits listed above continuing for your lifetime. A brick in your honor will be placed in the new Campanile terrace in appreciation of your support.
- 2. Continue paying on your current plan** of [next due amount] per year, paying off the full amount of [original due] in [payoff year]. Your current list of full benefits will be honored until 2017, with the key benefits above continuing for your lifetime. A brick in your honor will be placed in the new Campanile terrace in appreciation of your support.
- 3. Simply stop paying on your pledge.** While you will no longer qualify for the Lifetime Member key benefits listed above, your current list of full benefits will continue until August 2017, and you will receive a brick in the new Campanile terrace in appreciation of your support.

Thank you for your continued commitment to the University of Northern Iowa. We look forward to this new chapter of the UNI Alumni Association and we appreciate your support of this initiative.

Should you have any questions, please visit our FAQ page at [www.unialum.org/FAQ](http://www.unialum.org/FAQ) or feel free to contact me at [Leslie.Prideaux@uni.edu](mailto:Leslie.Prideaux@uni.edu) or 319-273-2355.

We hope to see you at our next event!

Purple for Life,

Leslie Prideaux  
Director of Alumni Relations



[nameformatted]  
[addrline1]  
[addrline3]  
[addrcity], [addrplace] [addrzipcod]

Dear (Name),

You have been a vital member of the Panther team – and now your team is about to get a lot bigger.

**In 2017, we are expanding the UNI Alumni Association to all UNI alumni and discontinuing our dues-based model.** Our goal is to be more inclusive by offering programs and services for all Panthers. This will take our alumni membership from 7,000 to more than 113,000 members.

As an organization, we have dedicated ourselves to creating a continuum of involvement for alumni. Nationally, alumni organizations of all sizes are shifting toward similar universal memberships that emphasize engagement over fees.

**As a current Annual Member, you have made a strong commitment to UNI.** Your passion has helped us build the program to the level where we can now actively engage all alumni and better serve the university overall.

**What does this change mean for you?** For now, your membership continues to function as usual, with the full list of restaurant, hotel and entertainment discounts. After August 2017, membership in the Alumni Association will be free and the list of member discounts will be phased out at that time. All alumni will have access to our programs, events and services.

Thank you for your commitment to the University of Northern Iowa. We look forward to this new chapter of the UNI Alumni Association and we appreciate your support of this initiative.

Should you have any questions, please visit our FAQ page at [www.unialum.org/FAQ](http://www.unialum.org/FAQ) or feel free to contact me at [Leslie.Prideaux@uni.edu](mailto:Leslie.Prideaux@uni.edu) or 319-273-2355.

We hope to see you at our next event!

Purple for Life,

Leslie Prideaux  
*Director of Alumni Relations*



[nameformatted]  
[addrline1]  
[addrline3]  
[addrcity], [addrplace] [addrzipcod]

Dear (Name),

You have been a vital member of the Panther team – and now your team is about to get a lot bigger.

**In 2017, we are expanding the UNI Alumni Association to all UNI alumni and discontinuing our dues-based model.** Our goal is to be more inclusive by offering programs and services for all Panthers. This will take our alumni membership from 7,000 to more than 113,000 members.

As an organization, we have dedicated ourselves to creating a continuum of involvement for alumni. Nationally, alumni organizations of all sizes are shifting toward similar universal memberships that emphasize engagement over fees.

**As a current Annual Member, you have made a strong commitment to UNI.** Your passion has helped us build the program to the level where we can now actively engage all alumni and better serve the university overall.

**What does this change mean for you?** For now, your membership continues to function as usual, with the full list of restaurant, hotel and entertainment discounts. After August 2017, membership in the Alumni Association will be free and the list of member discounts will be phased out at that time. All alumni will have access to our programs, events and services.

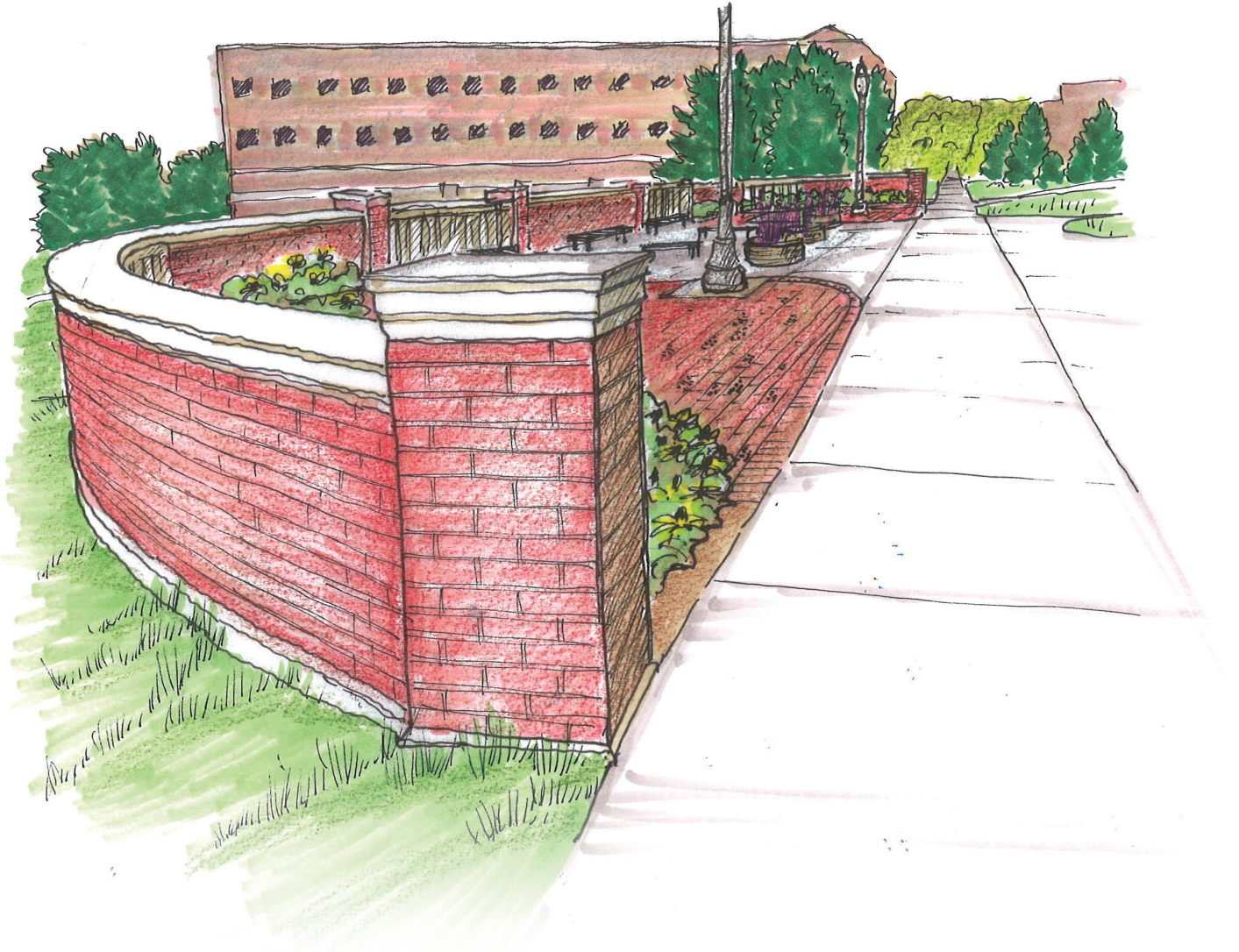
Thank you for your commitment to the University of Northern Iowa. We look forward to this new chapter of the UNI Alumni Association and we appreciate your support of this initiative.

Should you have any questions, please visit our FAQ page at [www.unialum.org/FAQ](http://www.unialum.org/FAQ) or feel free to contact me at [Leslie.Prideaux@uni.edu](mailto:Leslie.Prideaux@uni.edu) or 319-273-2355.

We hope to see you at our next event!

Purple for Life,

Leslie Prideaux  
Director of Alumni Relations



**PLEASE PROOF YOUR BRICK AND RETURN BY MAY 13 ONLY IF CORRECTIONS ARE NEEDED.**

Member Number: <<brickid>>

202013

Please check if updated address provided

<<Name>> \_\_\_\_\_

<<Mailing Address>> \_\_\_\_\_ <<City>> \_\_\_\_\_ <<State>> \_\_\_\_\_ <<zip>> \_\_\_\_\_

<<email>> \_\_\_\_\_ <<Phone Number>> \_\_\_\_\_

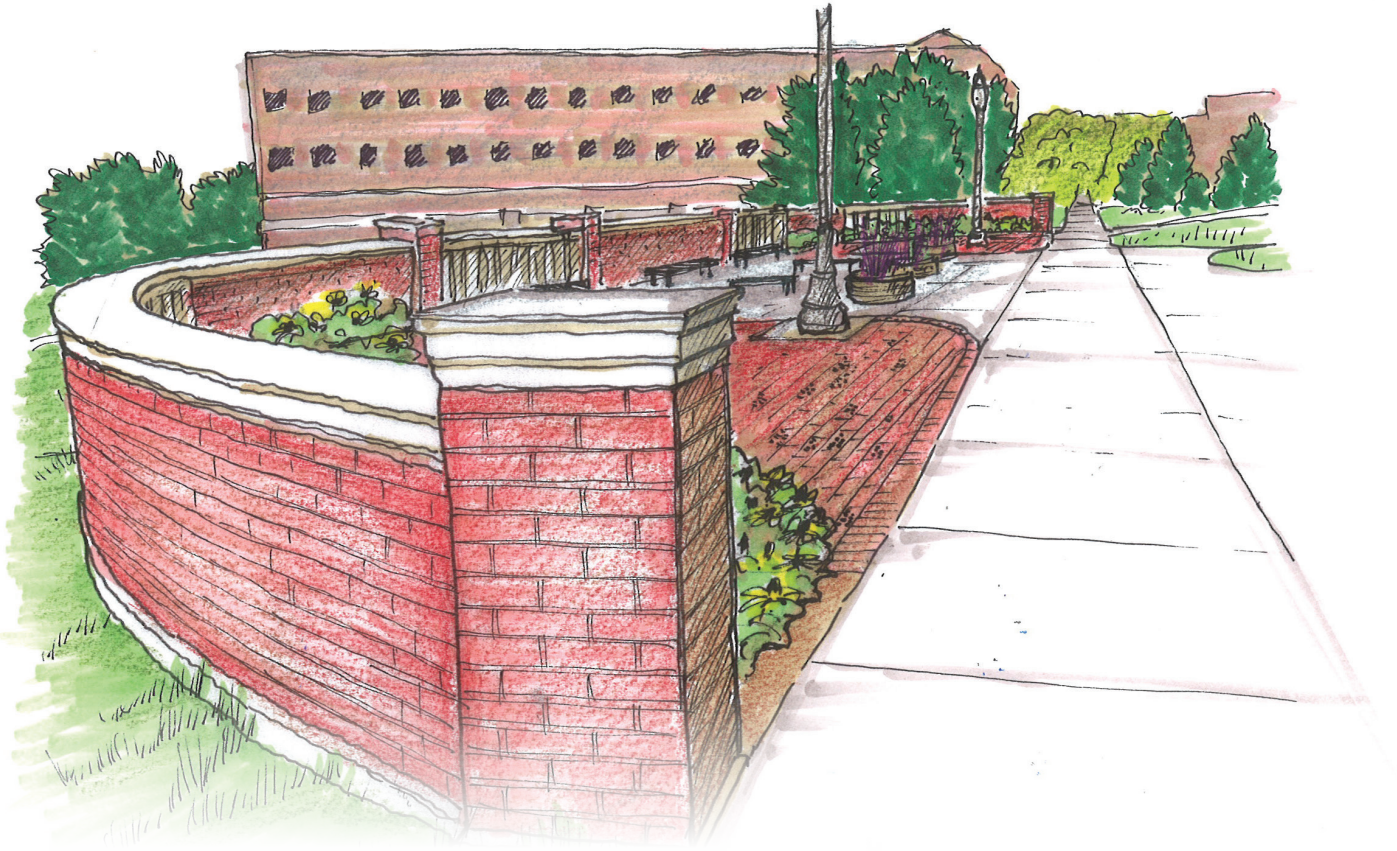
*Please make sure your contact information is updated. A representative from the UNI Alumni Association will contact you if there are any questions regarding your changes.*

Corrections needed on brick:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**[BrickLine1]**  
**[Brickline2]**  
**[BrickLine3]**

**ALL CORRECTIONS MUST BE RECEIVED BY MAY 13, 2016.**



**PLEASE PROOF YOUR BRICK AND RETURN BY MAY 13 ONLY IF CORRECTIONS ARE NEEDED.**

Member Number: <<brickid>>

202014

Please check if updated address provided

<<Name>> \_\_\_\_\_

<<Mailing Address>> \_\_\_\_\_ <<City>> \_\_\_\_\_ <<State>> \_\_\_\_\_ <<zip>> \_\_\_\_\_

<<email>> \_\_\_\_\_ <<Phone Number>> \_\_\_\_\_

*Please make sure your contact information is updated. A representative from the UNI Alumni Association will contact you if there are any questions regarding your changes.*

Corrections needed on brick:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**[BrickLine1]**  
**[Brickline2]**  
**[BrickLine3]**

**ALL CORRECTIONS MUST BE RECEIVED BY MAY 13, 2016.**

**Pledge Options:**

- I want to pay off my pledge entirely with a \$100 discount.  
My new total is <<newtotal>>.
- I want to continue paying on my current plan with no discount.
- I want to cancel my membership and key benefits.  
(I will still receive the brick).

**Payment**

Promotion/Mailing Code: 202008

- Enclosed is my/our check for \$ \_\_\_\_\_
- Charge \$ \_\_\_\_\_ to my/our credit card — complete information below.

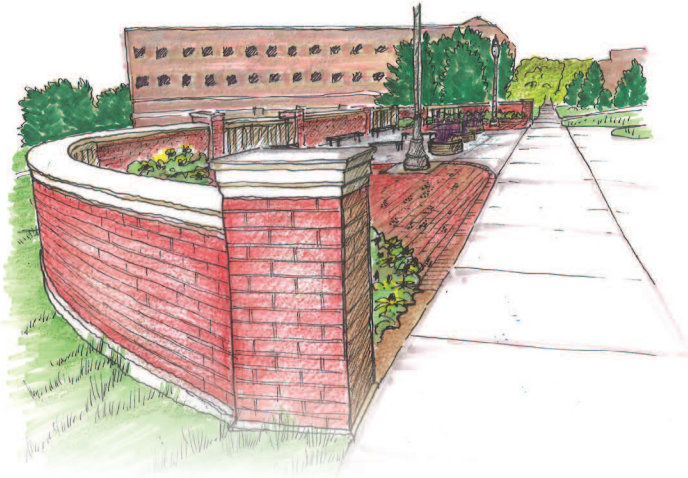
Signature: \_\_\_\_\_  
 (required for credit card)

**Credit Card information will not be kept on file.**

- Visa
- MasterCard
- Discover
- American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_ / \_\_\_\_

# Alumni Terrace Benches



The Alumni Terrace benches will be located close to the Campanile, behind the new UNI wall.

Cost is \$5,000 per bench.

A total of 5 benches are available. First come, first serve with type of bench. A 10" x 5" bronze plaque is included (50 characters max).



Sample of 10" x 5" bronze plaque

## AVAILABLE BENCHES

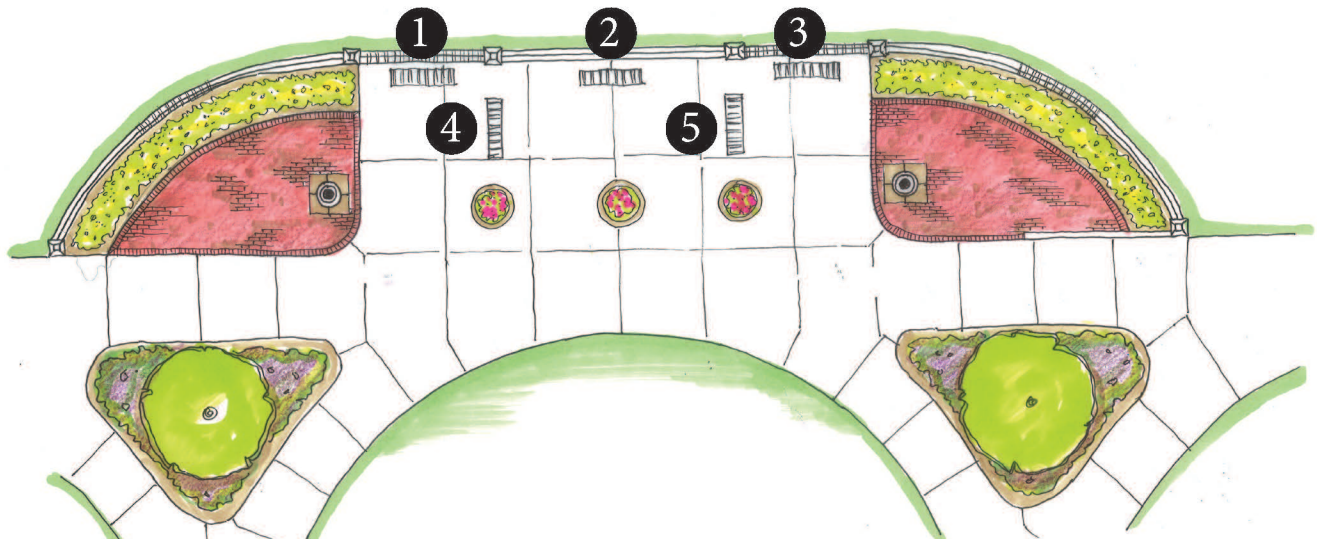


3 six-foot benches with backs available  
*(Benches 1-3 below)*



2 six-foot benches without backs available  
*(Benches 4-5 below)*

## TERRACE BENCH LOCATIONS





**University of Northern Iowa**

1012 W. 23rd Street | Cedar Falls, IA 50614-0284



# IMPORTANT PROGRAM ANNOUNCEMENT





Home

## Frequently Asked Questions on the Membership Transition

[View](#)

[Edit](#)

[Revisions](#)

### Q: What is changing with the program?

A: In August of 2017, we are expanding the UNI Alumni Association to all UNI alumni and discontinuing our dues-based model. That means 2016 will be our last year of offering memberships at the annual and lifetime levels.

### Q: Why is the program changing?

A: Our goal is to be more inclusive by offering programs and services to all Panthers. In the past, our membership has been steady at about 7,000 members. Over the years, the UNI Alumni Association Board of Directors has discussed and researched many options to increase engagement levels. This program change takes our membership to more than 113,000 members. We want to create a continuum of involvement for our alumni and friends that encompasses every stage of life. Nationally, collegiate alumni organizations of all sizes are shifting toward similar universal memberships that emphasize engagement over fees.

### Q: What type of new programs and events will you offer?

A: Designing new offerings will be part of our planning process for the next year and a half, as our staff transitions with the new model. If you have suggestions and ideas that you'd like to see, please email us here ([link](#)). This transition will allow the UNIAA to open all current programs and events to all alumni.

### Q: How will you fund the UNIAA without membership fees?

A: We will supplement with generous support from the UNI Foundation and will acquire sponsorships for events and programs.

### Q: I'm an Annual Member – what does this mean for me?

A: For the next year and a half, everything remains the same. Your entertainment, restaurant and hotel discounts remain active throughout 2016. After August 2017, membership in the UNI AA will be free for everyone. At that point, the list of member discounts will be phased out. All alumni will then have access to our programs, events and services.

**Q: So do I still need to pay for my membership?**

A: Annual memberships will no longer be solicited after April 2016. Most annual membership benefits will be available until that annual membership expires. Lifetime members will transition later in 2017 as membership benefits phase out while new programs are opened to all alumni. Life Members will still receive a few key benefits as well as event invites if they are current on their membership. Those wishing to stop payments will still receive a brick, but no benefits will be issued.

**Q: I'm a Lifetime Member – what does this mean for me?**

A: Lifetime Member benefits are just that – benefits we have promised for your lifetime. In 2016, the full list of restaurant, hotel and entertainment discounts will remain active. In August 2017, that list will be phased out. While the Lifetime program will be officially closed to new members, you will continue to receive key benefits such as:

- invitation-only activities at select events
- discounts with UNI Athletics and the Gallagher-Bluedorn
- University Book & Supply discounts
- the *UNI Today* alumni magazine

As a Lifetime Member, your commitment to UNI has allowed us to build the program to the level where we can now actively engage all alumni and better serve the university overall. And for that, we can't say thank you enough! To express our gratitude, we will be publicly recognizing our current Lifetime Members with an engraved brick per member in the new alumni terrace that will be built near the Campanile.

**Q: Tell me more about the new alumni terrace by the Campanile. Where will it be located? Can I buy a brick?**

A: The new terrace will face south and be located just behind the brick University of Northern Iowa sign (previously Baker Hall). The alumni terrace is designed to honor our Lifetime Members and their commitment to the UNIAA. Only current Lifetime Members will be listed. Each member will have their name engraved on a brick; joint member households will receive two bricks. Due to space restraints, we are not opening it to additional participants.

The brick project and re-landscaping of the Campanile will take place over the next year and a half, with project completion estimated by fall of 2017.

If you have additional questions, please email [Leslie.Prideaux@uni.edu](mailto:Leslie.Prideaux@uni.edu) or call us at 319-273-2355.



# Membership

View

Edit

Revisions

## Membership Program Changes

**In 2017, we are expanding the UNI Alumni Association to all UNI alumni and discontinuing our dues-based model.** Our goal is to be more inclusive by offering programs and services for all Panthers. This will take our alumni membership from 7,000 to more than 113,000 members.

As an organization, we have dedicated ourselves to creating a continuum of involvement for alumni. Nationally, alumni organizations of all sizes are shifting toward similar universal memberships that emphasize engagement over fees.

**As a current member, you have made a strong commitment to UNI.** Your passion has helped us build the program to the level where we can now actively engage all alumni and better serve the university overall.

**What does this change mean for you?** For now, your membership continues to function as usual, with the full list of restaurant, hotel and entertainment discounts. After August 2017, membership in the Alumni Association will be free and the list of member discounts will be phased out at that time. All alumni will have access to our programs, events and services.

Thank you for your commitment to the University of Northern Iowa. We look forward to this new chapter of the UNI Alumni Association and we appreciate your support of this initiative.



**BENEFIT PROVIDERS**

Should you have any questions, please visit our [FAQ page](#) or feel free to contact me at [Leslie.Prideaux@uni.edu](mailto:Leslie.Prideaux@uni.edu) or 319-273-2355.

# A New Chapter for the UNI Alumni Association

**I**t's the end of  
the UNI Alumni  
Association as  
you know it.  
**Well, not quite.**

Effective next August, the Alumni Association will discontinue their dues-based model, shifting towards a more inclusive model.

Instead of membership being exclusive to 7,000 people, the Alumni Association will expand to more than 115,000 alumni – at no cost to anyone. Thousands of alumni will have access to the programs, events and services offered by the Alumni Association.

So why the change? In a word: inclusivity. Students come to UNI with the expectation that they'll be supported from the moment they step on campus and long after they've collected their diploma. This is a literal fulfillment of that promise.

The UNI Alumni Association is not the first to undergo this type of ambitious transition. Several alumni organizations across the country are shifting toward similar universal membership models that emphasize engagement over fees.

So what does this mean for you if you're a current annual member? For now, nothing will change. But come August 2017 – or whenever your membership is set to expire – your restaurant, hotel and entertainment discounts will be phased out at that time. And from this point forward, you will no longer need to renew your membership.

For current lifetime members, your situation is the same, but because you made a lifetime commitment to supporting UNI, you'll have access to invitation-only events, discounts with UNI Athletics, the Gallagher Bluedorn Performing Arts Center and University Book & Supply.

**“Our Mission is to connect all alumni and friends to this amazing university.”**

–Leslie Prideaux

The mission of the UNI Alumni Association is to bridge the gap between this university and the alumni and friends who want to help it thrive and succeed. This new membership model will only bolster efforts to make a positive and lasting impact on this campus, across the country and around the world.

Those who wish to offer further financial support can make a gift to the Foundation and designate it for the Alumni Engagement Fund.

On behalf of the UNI Alumni Association, thank you to those who have paid their dues over the years as members. Regardless of your membership level, your passion and commitment has helped us build this program to the point where we can now actively engage all alumni and better serve the university overall.

For that, we can't thank you enough. **UNI**

## Impact on UNI

HOSTS OVER

**80** EVENTS | **30** WEBINARS

ENGAGING WITH OVER

**8,000** ALUMNI EACH YEAR

ESTABLISHED

**7** CLUBS IN HIGH-ALUMNI POPULATED CITIES

COMMUNICATE WITH ALUMNI THROUGH

**3** UNI TODAYS  
**8** FACEBOOK PAGES  
**10** E-NEWSLETTERS  
**18** LINKED-IN PAGES  
**166** EMAILS

REACHING ALUMNI & FRIENDS OVER

**2.5 Million** TIMES PER YEAR



Make your gift by visiting  
[https://www.adv.uni.edu/  
foundation/aapledgeform.aspx](https://www.adv.uni.edu/foundation/aapledgeform.aspx)

Questions?  
Contact us at [info@unialum.org](mailto:info@unialum.org) or  
888-UNI ALUM



# 5 THINGS YOU CAN DO TO HELP **UNI**:

**01** >> Update your record at [https://unialum.org/  
update-alumni-contact-information](https://unialum.org/update-alumni-contact-information) to receive updates from UNI and get invited to future events.

Come to an event! Take a look at our calendar at [unialum.org/events](https://unialum.org/events) to find an event near you. << **02**

**03** >> Stay up-to-date with campus happenings by following our social media. Check us out on Facebook, LinkedIn and Twitter.

Get involved with one of our alumni clubs. If one is not near you, email [christina.danielsen@uni.edu](mailto:christina.danielsen@uni.edu) << **04** to host an event in your area.

**05** >> Come back to campus for Homecoming! This year's Homecoming is set for October 7.

# LOOKING FORWARD. GIVING BACK.



# GREETINGS FROM THE UNI ALUMNI ASSOCIATION!



I am delighted to share with you the impact the UNIAA is having on the University of Northern Iowa and its alumni throughout the world.

We are dedicated to strengthening the University of Northern Iowa by involving alumni in the life of the university and the university in the lives of its former students. Our impact is immense! This will continue to grow in years to come as we host events nationwide and collaborate with individual colleges, athletics and the UNI Foundation. Events and key partnerships allow us to connect with our alumni, making our university the best it can be.

We are constantly searching for the best ways to support our alumni and their ever-changing needs, and we need your help. We are asking you to help us strengthen the university by financially supporting our efforts. Your tax-deductable donation will be invested in our programs and services.

You can make your gift today by filling out and returning the enclosed pledge form. Or, make your gift online by visiting our secure online pledge form at <https://www.adv.uni.edu/foundation/aapledgeform.aspx>.

Purple for Life!

Leslie Prideaux  
Director, Alumni Relations

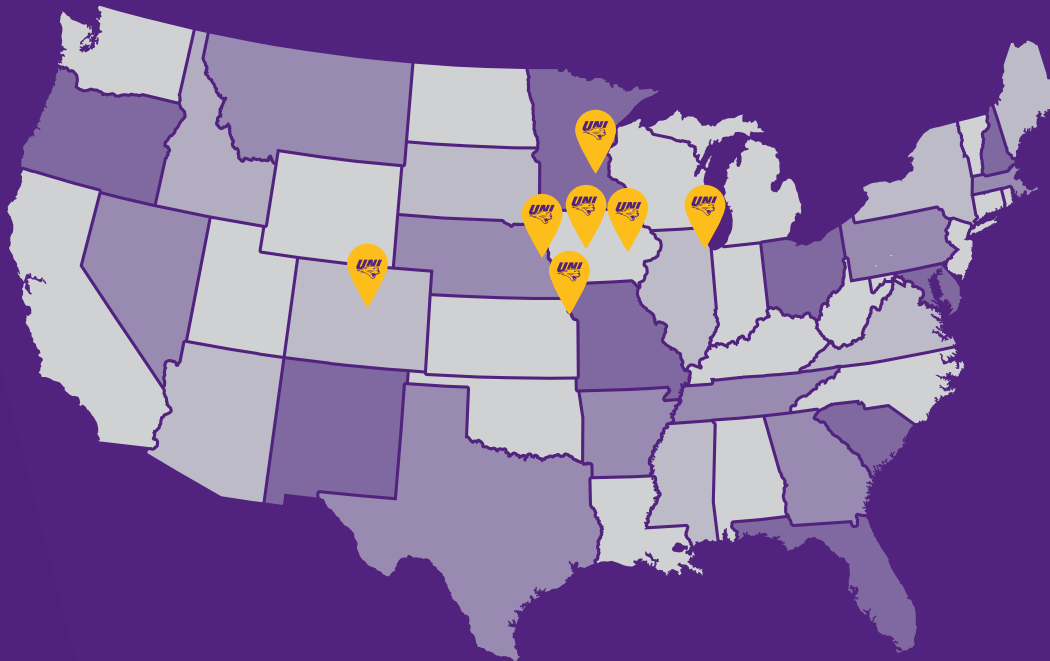
## CONNECTING PANTHERS TO THEIR ALMA MATER



UNIAA SERVES MORE THAN **115,000** LIVING ALUMNI



NEARLY **70,000** OF WHOM LIVE IN IOWA



**07** ALUMNI CLUB LOCATIONS

Cedar Rapids-Iowa City  
Central Iowa  
Chicago  
Denver

Kansas City  
Omaha-Council Bluffs  
Twin Cities

**80**

events per year with more than **8,000 ATTENDEES** across the state and nation. These events engage and educate our constituents about opportunities for involvement and raise awareness of the issues, opportunities and challenges facing UNI.



**10**

ELECTRONIC NEWSLETTERS

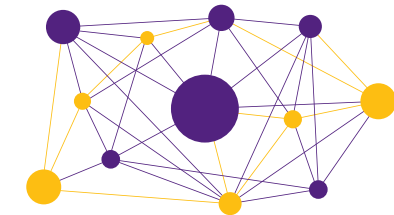


**03**

ISSUES OF THE UNI TODAY MAGAZINE

### SOCIAL MEDIA ENGAGEMENT >>>

- 18 LinkedIn Pages
- 8 Facebook Pages
- 1 Twitter Account



ENGAGING MORE THAN **25,000** PEOPLE EACH YEAR

