**Purpose:** Renew Lapsed Gator Too Members **Audience:** Lapsed Gator Too Members

**Appeal Code:** MEMA5 **Timing**: 30 Days after First Email

**Subject:** It’s Not Too Late!

**Pre-Header:** We’re sorry to see you go!

<First Name>,

We noticed that your Gator Too Membership with the UF Alumni Association **lapsed.**

If you would like to remain a UFAA member, you can still renew or upgrade online today! <https://www.ufalumni.ufl.edu/join/default.aspx?ac=MRAI> All members who renew with this link will receive an exclusive UFAA wall calendar!

Wall calendar image here

|  |  |
| --- | --- |
| [**Renew**](https://urldefense.proofpoint.com/v2/url?u=http-3A__click.msg.alumni.ufl.edu_-3Fqs-3D7740ef44457e2cb89da82fcc0d4d661e736fce0d08c48d56c2bf03e418b6d001&d=CwMCAg&c=nys1LZ5-a45rP0Y3GuLy-akN-LWaS9eLNB4wgvrbFlQ&r=pKaZNhEkMheYX08-Ac4tfQlKSzMvIJeFYnOnnLqIH-E&m=BuepKkRybFwxlwaRy7--vlL9QlDwAeo1wJI1rZA5qgU&s=wqa0x6WtkI-iNll7E5D6hBooLzQGpk541OfUgyZOsko&e=) | [http://info.uff.ufl.edu/Images/Icons/Icon_Arrow_fff_orgcircle.png](https://urldefense.proofpoint.com/v2/url?u=http-3A__click.msg.alumni.ufl.edu_-3Fqs-3D7740ef44457e2cb89da82fcc0d4d661e736fce0d08c48d56c2bf03e418b6d001&d=CwMCAg&c=nys1LZ5-a45rP0Y3GuLy-akN-LWaS9eLNB4wgvrbFlQ&r=pKaZNhEkMheYX08-Ac4tfQlKSzMvIJeFYnOnnLqIH-E&m=BuepKkRybFwxlwaRy7--vlL9QlDwAeo1wJI1rZA5qgU&s=wqa0x6WtkI-iNll7E5D6hBooLzQGpk541OfUgyZOsko&e=) |

<https://www.ufalumni.ufl.edu/join/default.aspx?ac=MEMA5#Text>

If you do not want to renew, please take a moment to answer our short survey and let us know what we can do to improve your experience with the UFAA.

|  |  |
| --- | --- |
| [**Exit Survey**](https://urldefense.proofpoint.com/v2/url?u=http-3A__click.msg.alumni.ufl.edu_-3Fqs-3D7740ef44457e2cb80ff5ffd1b2a9f64c9cd1e27718b44d23cc2adea6c396e15f&d=CwMCAg&c=nys1LZ5-a45rP0Y3GuLy-akN-LWaS9eLNB4wgvrbFlQ&r=pKaZNhEkMheYX08-Ac4tfQlKSzMvIJeFYnOnnLqIH-E&m=BuepKkRybFwxlwaRy7--vlL9QlDwAeo1wJI1rZA5qgU&s=dN7WBseP5yO0X7yKSFwv8P1JLN_wu3JW5grebGwcA2k&e=) | [http://info.uff.ufl.edu/Images/Icons/Icon_Arrow_fff_orgcircle.png](https://urldefense.proofpoint.com/v2/url?u=http-3A__click.msg.alumni.ufl.edu_-3Fqs-3D7740ef44457e2cb80ff5ffd1b2a9f64c9cd1e27718b44d23cc2adea6c396e15f&d=CwMCAg&c=nys1LZ5-a45rP0Y3GuLy-akN-LWaS9eLNB4wgvrbFlQ&r=pKaZNhEkMheYX08-Ac4tfQlKSzMvIJeFYnOnnLqIH-E&m=BuepKkRybFwxlwaRy7--vlL9QlDwAeo1wJI1rZA5qgU&s=dN7WBseP5yO0X7yKSFwv8P1JLN_wu3JW5grebGwcA2k&e=) |

<https://ufl.qualtrics.com/jfe/form/SV_ezEbefDUZPcBqex>

Thank you very much for taking the time to help us improve the membership experience.

Go Gators!

Eric Martin

Assistant Director of Membership & Philanthropy

UF Alumni Association



**Interested in an exlcusive Rooted in Gator Tradition T-Shirt?**

Simply sign up as a Recuring Annual Member to become eligible.

Once your membership is processed, we will send you redemption instructions via email for your T-Shirt.

***RENEW TODAY!***