**Email 1 – 3/16/17**

From: Tim Walsh, UFAA Executive Director

Subject Line: A gift from the UFAA

Pre-Header: Claim your gifted UFAA Membership

Dear (NAME),

Graduation is almost here. Congratulations!

For the second consecutive year, our worldwide network of Gator Clubs® chose to welcome the class of 2017 by underwriting your first year of UFAA membership. Simply click below to claim your gifted membership.

NAME, claim your Exclusive Membership today – button

Membership in the UFAA is about more than membership. It’s about staying connected and staying involved – it’s encouragement for a lifetime. Your Alumni Association and local Gator Club® are here to help you as you launch your career. As a member you not only receive perks and discounts, but you get exclusive access to programs designed to help new graduates excel professionally.

Join today and let us help you on this journey!

Go Gators!

Tim (signature)

UF Alumni Association Executive Director

P.S. Don’t want to wait in line are regalia pick-up? Become a Life Member and get a digital GatorPass to help skip the line. Plus, it’s your last chance to get the exclusive student rate of $400!

New footer with the 3 blocks – Mentor Matching, Welcome to the Gatorhood and Member Perks

**Email 2 – 3/30/17**

From: Tim Walsh, UFAA Executive Director

Subject Line: FW: A gift from the UFAA

Forward of email 1 from Tim with the note –

I wanted to make sure you saw this email. Don’t forget to claim your gifted membership!

-Tim

**Email 3-A – 4/13/17 (grad in an area with no Welcome to the Gatorhood)**

From: Local Gator Club President

Subject Line: A gift from your local Gator Club

Pre-Header: Claim your gifted UFAA Membership

Graduation is just around the corner!

Don’t forget to claim the UFAA membership that we, your hometown Gator Club®, purchased for you. Please click below to claim your membership.

NAME, claim your Exclusive Membership today – button

Membership in the UFAA is about more than membership. It’s about staying connected and staying involved - it’s encouragement for a lifetime. Your alumni association and local Gator Club® are here to help you as you launch your career. As a member you not only receive perks and discounts, but you get exclusive access to programs designed to help new graduates excel professionally.

Go Gators!

Local Gator Club President Signature

New footer with the 3 blocks – Mentor Matching, Welcome to the Gatorhood and Member Perks

**Email 4 – 4/28**

From: UFAA

Subject Line: Don’t miss out!

Pre-Header: Claim your gifted UFAA Membership

Congratulations, NAME!

Don’t forget: you only have 24 hours remaining to claim your gifted UFAA membership. **You will not receive this offer again.**

JOIN NOW – button

Don’t miss out on your last chance to claim your membership in the best alumni association in the nation!

*New footer with the 3 blocks – Mentor Matching, Moving? Find your new Gator Club, and Member Perks*