**Purpose:** PCI Directory Expiring Members

**Audience:** January 31, 2017 Expiring PCI Annual Members

**Appeal Code:** MS083

**Subject:** T-SHIRT OFFER: Renew Your UFAA Membership

**Pre-Header:** Renew as a Recurring Member and Receive a Rooted in Gator Tradition T-Shirt

****Dear [First Name],

Thank you for past purchase of the 2015 UF Alumni Directory and for being a UFAA Annual Member.

The directory is a great resource for personal and professional networking and an easy way to stay connected with fellow alumni and friends.

I hope you will continue to support the UFAA by renewing your membership as a Recurring Member, 3-Year Annual Member or consider upgrading to a Life Membership. <https://www.ufalumni.ufl.edu/join/default.aspx?ac=MS083>

**<Yes, I want to be a Recurring, 3–Year Annual or Life Member>**

 <https://www.ufalumni.ufl.edu/join/default.aspx?ac=MS083>



**If you renew as a Recurring Member, 3-Year Annual or upgrade to a Life Membership you will receive this exclusive *Rooted in Gator Tradition* T-Shirt. Once your membership is processed you will receive an email with redemption instructions.**

Thank you for you being a UFAA Member!

Go Gators!

Eric Martin

Assistant Director of Membership & Philanthropy