

Record Series Number

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Student Affairs

Alpha Tau Omega Alumni Associations

ATO Life Loyal Tau Subject File, 1999-2014

Box 1:

Alumni Monitoring Report, 2009-10

Atlas Van Lines Benefits, 1999-2003, 2007

Avis Association Discount Program, 1999-2000, 2008

Benefits

    Brochure, 2000

    Guide, 2010

Brooks Brothers Corporate Membership Program, 2007

Correspondence, 2013-14

Costs and Invoices, 2003-05

Days Inn Alumni Benefit Program, n.d.

Decals Samples and Invoices, 2006

Direct Mail

    Correspondence and Invoices, 1999-2006

    Correspondence, 2006

    Follow-Up Correspondence, 2005

    Marketing

        Correspondence, 2010-11

        Correspondence, 2011-12

        Correspondence, 2012-13

        Report, 2009

    Publication Samples, Undated

    Sign-Off Approvals, 2003, 2005-06

    Targets and Audience Segmentation, 2003-04

Box 2:

Fiscal Year Breakdown Reports, 2004

Foundation Mailings, 2004

General Life Loyal Programs, Proposal, and Research, 1996-98

Gold and Silver Circle Awards, 2010-11

Hertz Member Benefit Program, 1999-2003, 2008

Lapel Pin, 1999

Liberty Mutual Group Savings Plus Program, 1999-2001

LLT Initiative Actuary and Projected Costs, 1999-2002, 2005

Loyal Tau Spokesperson Correspondence, 1999-2000

Member Benefits Folder Correspondence, 1999, 2004

Membership Certificate Correspondence and Sample, 2009

Membership Dues Correspondence, 2014-17

PCI (Publishing Concepts) Marketing Contract, 2012

Processing Guide for Life Loyal Tau Membership Processing, 2005

PURL Campaign Reports

2010

2011

2012

2013

Radisson Worldwide Hospitality Program, 2001

Research at ATO Archives about Alumni Button and Pin Designs, 1999

Ring Designs, 2012

Ryder TRS Benefit Program, 1999-2003