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August 5, 2016

Dear NOTC Member,

Over the last several months, your New Orleans Track Club Board of Directors has been working with a Strategic Planning Committee to assess our current status, as well as plan for the organization's future. Part of the discussion in this committee has led to reflection on how well we communicate benefits of being a member of the New Orleans Track Club, how we retain current members, and how we grow membership to include a greater number of area runners and walkers.

Whether you have been a member of the New Orleans Track Club for a few months or for over fifty years, we're sure you recognize the many benefits that come from joining the club. These benefits include pre-registration discounts on New Orleans Track Club owned races, FREE participation in our growing Summer Series events, discounts from area running / walking stores, and discounts on New Orleans Track Club branded merchandise. In addition, your membership enables the club to further support our mission to promote health and wellness programs throughout the community. Some of these NOTC sponsored programs include Youth Run NOLA, Girls on the Run, and area school cross country meets.

I am writing to let you know of a change coming to New Orleans Track Club annual membership rates. These changes will go into effect on September 1, 2016:

- Individual membership rates will increase from \$25 to \$30
- Family membership rates will increase from \$30 to \$40
- Youth (20 & under), Senior (60 & over) membership rates will remain at \$15
- Active military membership rates will remain at \$20

These rate changes were thoroughly thought through by our Executive Board of Directors and the Strategic Planning Committee. After researching membership rates throughout the club's history, we've been able to keep dues the same since 1998. We're proud of this unprecedented consistency and our unwavering success over the past two decades.

The New Orleans Track Club Executive Board and staff strive to continue serving the community with quality events, great service, and added benefits of membership. We hope that you plan to continue to join us as a member in the coming years as we grow, further cementing our status as the premier running and walking club of the Gulf South.

Sincerely,

Lauren Jewett
President, New Orleans Track Club