



GOLDEN KEY INTERNATIONAL HONOUR SOCIETY
INTERNATIONAL HEADQUARTERS
621 North Avenue, N.E. Suite C-100
Atlanta, Georgia 30308



EXCLUSIVE MEMBERSHIP INVITATION

Issued by Golden Key Chapter at:
American Public University System

PLEASE RSVP

Membership Acceptance Required by:

June 10, 2008

A1-B1 0182

NOTICE OF EXCLUSIVE ACADEMIC HONOR RECOGNITION

Jonathan Blaine
PO Box 15451
Atlanta, GA 30333-0451



Glaring Issues:

1. Graphic in bottom right violated USPS mailpiece standards. The first mailed quantity was not qualified for bulk rates until the address was moved to the left so that the bar code did not touch the graphic.
2. Too much of the story is told on the envelope. An envelope should get the recipient to open it. A recipient is more apt to discard this package before even seeing the offer.
3. First Class Postage is very expensive, and limits the package to one ounce. The Society had not applied for a non-profit mail permit and was more interested in return rates for a mail list they had no control over, and that they used for a maximum of two mailings.
4. Permit imprint is ugly.
5. "Membership Acceptance **REQUIRED** By" language is not customer friendly by being too demanding.



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"Required by" language repeated
from envelope

EXCLUSIVE MEMBERSHIP INVITATION

Issued by the Golden Key Chapter at
American Public University
System



Unattractive dot-matrix
code matching box

PLEASE RSVP

Membership Acceptance Required by
June 10, 2008

PERSONAL INVITATION ACCEPTANCE CODE

APUS-UA-FCBBMMJM-UC-B

RSVP ONLINE AT

www.goldenkey.org

April 15, 2008

Jonathan Blaine
PO Box 15451
Atlanta, GA 30333-0451

Reworked Spring 2008 letter copy is much improved from previous Fall 2007 version, which had benefits listed on the back of the letter! The 2007 copy did not show monetary values of benefits; there was not much "What's In It For Me?" shown, which was a huge mistake.

Congratulations!

Dear Jonathan,

Your outstanding academic achievement at American Public University System places you in the top 15% of your class. Your accomplishments qualify you to be among the select group of top-performing students eligible for induction into Golden Key International Honour Society. Golden Key is the leading worldwide by-invitation-only collegiate honor society.

This is your personal invitation to join the world's premier community of high-achieving college students like yourself. With your membership, you will receive all of the benefits and advantages enjoyed by other high-achieving Society members.

Valuable benefits with your personal membership:

- Eligibility for more than \$400,000 in annual member-only scholarships and awards.
- Internship and employment opportunities with a constantly expanding list of partner corporations and organizations, including General Electric, Cisco Systems, The Washington Center, Contained Energy, Boeing, Ford Motor Company, Accenture, Lehman Brothers and Teach for America.
- Exclusive FREE access to the Golden Key Career Library, powered by Vault.com --- rated by *Fortune* magazine as the #1 career website. By itself, Vault is a **\$120 annual value!**
- Networking and learning opportunities through member-only regional and international conferences, including the International Conference July 31 to August 3 in New Orleans.
- Exclusive member-only special offers and discounts from a wide variety of special benefit partners.
- All of this and more for a one-time membership fee of \$70.00! That's not per year. There is no annual fee. That's less than 20 cents per day over your first year! See the Golden Key website for all available benefits. There's simply too much to list here. Other programs and benefits may be offered to you at additional cost once you enter graduate school and begin your career.

It's easy to join today! Visit www.goldenkey.org and enter your Invitation Code shown above. If you prefer, you can call us toll-free at 1-800-377-2401 (Monday-Friday, 9:00 AM-5:00 PM Eastern time).

The sooner you join, the faster you will benefit! You deserve the recognition of your peers, an exclusive community of more than 1.7 million other high-achieving individuals from over 360 Golden Key chapters around the world, including over 60,000 student members enrolled at American universities in 2008.

over please...

About Golden Key International Honour Society

Founded in 1977, Golden Key is recognized and respected by colleges, universities, major corporations and other organizations all around the globe. Because of who they are, Golden Key members just like you are highly regarded and sought after by many prestigious employers and institutions.

Golden Key members and alumni include remarkable and highly successful individuals in all walks of life:

- Rashid Bashir, Texas Tech - authored / coauthored over 100 journal and conference papers and has over 25 patents.
- Louis Frazier, Wake Forest University - named ESPN Academic All American Team
- L. Trenton Marsh, George Washington University - Featured on CNN's Young People Who Rock
- Peter Frinchaboy, California State University, Sacramento - NASA Graduate Student Researchers Program Fellow (\$24,000)
- Stephanie Núñez, University of Maryland, Baltimore County - 2007 Valedictorian. Received numerous scholarships from the Meyerhoff, Goldwater, MARC U*STAR, Howard Hughes Medical Institute and Maryland Distinguished Scholar programs.

Through Golden Key, members realize their full potential and personal growth, ensuring that outstanding academic performance flourishes into outstanding careers and lives. It begins with the recognition that you have already achieved a level of success that sets you apart, a distinction that then qualifies you to connect with opportunity, service and reward: the building blocks for lifelong success.

Once again, congratulations on your outstanding academic achievement and your deserved eligibility to become a Golden Key member.

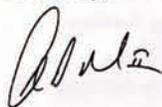
Society previously talked more about "honorary" members, rather than those who benefited from their paid membership.

Enjoy Your Benefits Today

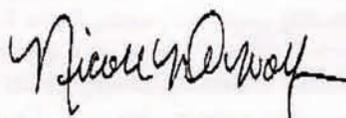
To gain immediate access to your exclusive membership privileges, including the all-new MyGK member and alumni social networking site, simply follow the instructions on the front side of this letter and RSVP through your online Membership Invitation Acceptance form at www.goldenkey.org.

You've already done the hard work. Joining is easy! Welcome to Golden Key.

Sincerely,



Alexander D. Perwich II
Chief Executive Officer
Golden Key International Honour Society

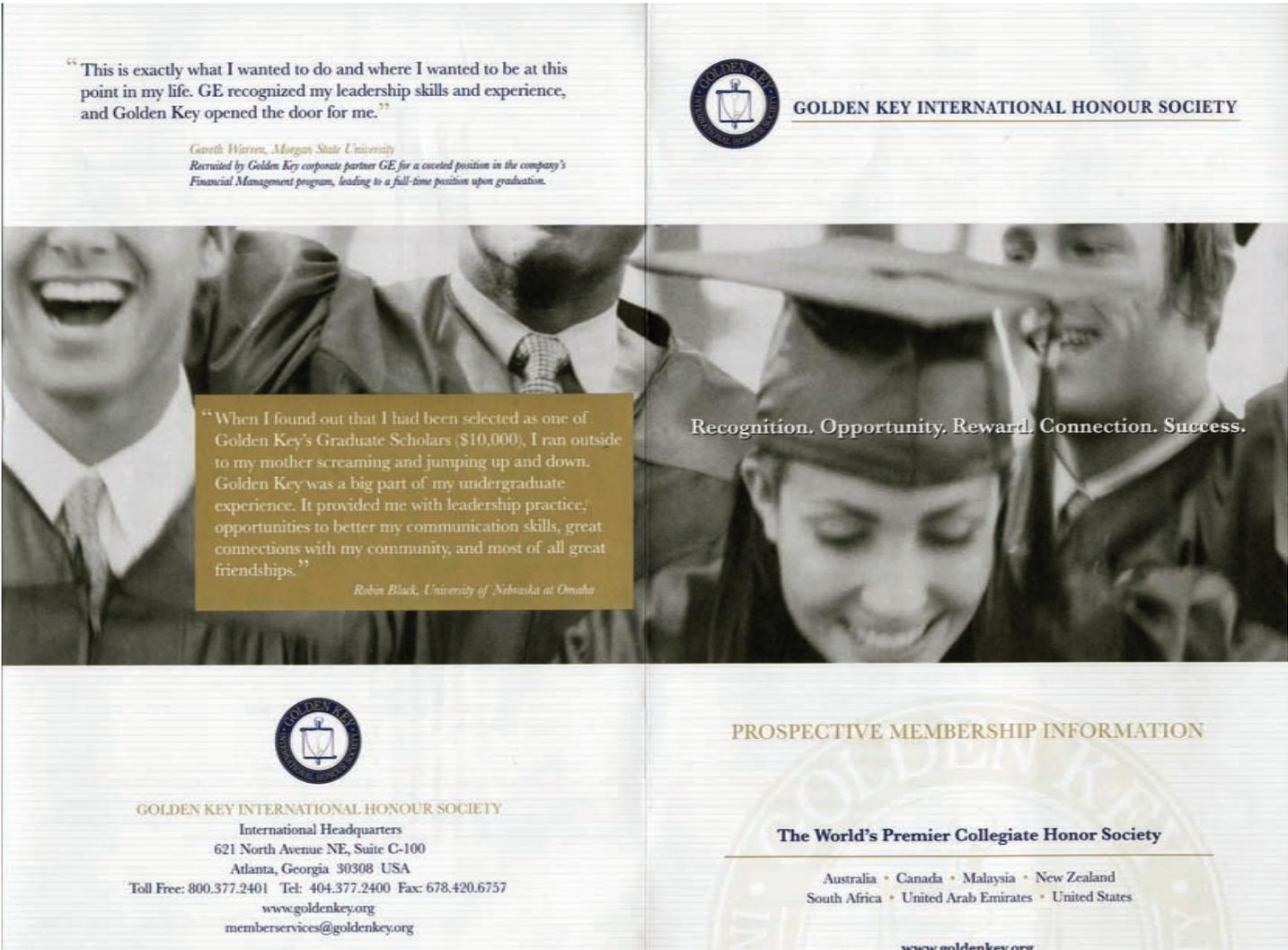


Nicole Wolf
Director of Graduations, Alumni Relations & Career
Services
American Public University System

P.S. You can learn more about the Golden Key chapter at American Public University System, as well as all of our services, programs and benefits, online at www.goldenkey.org.

What's a glaring omission in this mail package?

An order form! The Society management left it out because they wanted to direct prospective members to sign up on line and they were held to one ounce. However, there is a direct marketing disconnect with this philosophy: If you send something to people in the mail, you need to empower them to respond by mail, and also include options for telephone and Internet. You'll also notice the **absence of a prominent telephone number** for response.



2-colors: Gold and black imprint on 20-pound stock presented “cheap” feel and look.

Good use of testimonials, albeit on the back of the brochure.

Photo framing could be better.

Reasonably “underwhelming” look overall.

Make the Most of Your Success

Golden Key is the world's premier collegiate honor society, recognizing outstanding academic achievement and connecting high-achieving individuals locally, regionally and globally with lifetime opportunity, reward and success.



The Society is comprised of over 1.7 million members from more than 360 chapters around the world. Because of your hard work and excellence to date, you rank among the top 15% of your class standing. Golden Key membership provides you an official recognition of that achievement and helps differentiate you from others. Golden Key recognition is well known and respected by colleges, universities, major corporations and organizations around the globe. Membership helps enable you to realize continued success and excellence.

The academic recognition associated with membership in Golden Key is a highly coveted distinction that places you in a powerful network of world leaders, Rhodes Scholars, authors, corporate executives, small business owners, Olympians, dignitaries and many other highly successful individuals.

Through Golden Key, members are empowered with the tools to help them realize their full potential and personal growth, helping to ensure that outstanding academic performance flourishes into unparalleled careers and lives. Members are not only devoted to academic and professional excellence, but also to achievements in service efforts locally and globally.

Golden Key members make a difference outside of the classroom through the Society's focus on literacy in communities worldwide. Your membership enables Golden Key to be a leading organization committed to service and change. While we encourage you to be engaged in these efforts, it is purely voluntary. Your membership alone helps us make a positive difference in the world so help us make a difference by accepting your membership today.

Membership in Golden Key is by invitation only.

Golden Key is a nonprofit organization and is a member of the Association of College Honor Societies.

Membership Benefits and Privileges

Golden Key members have unique access to myriad benefits, services and privileges. The following are highlights. (For a complete and up-to-date description of benefits, please visit our website at www.goldenkey.org.)

RECOGNITION

Golden Key membership provides recognition for your academic success and is signified by

- Receiving a personalized membership certificate suitable for framing.
- Providing a resume entry that differentiates you from others and is respected by colleges, universities, major corporations and organizations around the globe.
- Being honored at the chapter's induction ceremony, to which family and friends are also invited.

OPPORTUNITY

Golden Key provides opportunities that help enable you to realize your potential. Members are invited to take advantage of their unique access to

- Internship and career opportunities.
- Golden Key's extensive online Career Library.
- Over \$400,000 (USD) annually in Scholarships and Awards.
- Scholarships and discounts to attend graduate school.
- Discounted study abroad opportunities.
- Service and leadership opportunities.

REWARD

Through participation and membership experiences, Golden Key members enjoy the rewards that come with

- Lifelong connections and friendships.
- Personal and professional development.
- Contribution to society through service.
- Special benefits and offers from partners.

CONNECTION

Golden Key connects members to an ever-growing community of individuals and a network of opportunity and tangible benefits

- Local and global networks of high-achieving individuals.
- Major partners in the corporate and nonprofit sectors.
- Career and peer-to-peer networking.
- Leadership opportunities (local, regional and international).
- Leadership conferences.

SUCCESS

Your academic excellence is a great success and an indication of your potential. Golden Key promises to be relevant to you now and in the future and is committed to helping enable you to realize your potential and future success. We help our members succeed in all aspects of their lives, including academics, career, community service and personal development.

Recognition. Opportunity. Reward. Connection. Success.

A lot of reading needed in a very small font.

No monetary values attached to any benefits, other than the total scholarships.

Graphically boring.

No call to action.

Repeats much of the same information from the original 2007 letter.

Career benefits are not as prominent as they should be.

2007 Letter

No benefits on Page 1.

No Prominent phone number.

Use of the word “**deadline**,” which has a negative connotation (compared to “Please respond by”) and was **actually a misrepresentation**, as students could technically join any time before the end of their current school year.

September 1, 2007

Ryan Posnikoff
102 Broadway Street
Vancouver, BC, Canada

Dear Ryan,

It is our distinct honour to inform you that your outstanding achievement, to date, at the University of Victoria has qualified you to be among the select group of university students eligible for membership into Golden Key International Honour Society, the premier international, by-invitation only, academic honour society.

In recognition of your academic ranking in the top 15% of your faculty or major, we are delighted to extend to you this personal invitation to join our community of high-achieving individuals, like yourself, from around the world. We invite you to become a member of the Golden Key International Honour Society with full privileges and benefits.

Indicate your acceptance of this invitation no later than the Acceptance Deadline of October 27th, 2007. To do so, please use our Membership Invitation Acceptance form online at www.goldenkey.org. You will need your personal Invitation Acceptance Code, «UVIC»-«FL»-«SDJKSJ»-«BC»-«F». If you prefer, you can call us toll-free at 1-800-377-2401 (Mon-Fri, 9:00 a.m. - 5:00 p.m. EST); you will need your Invitation Acceptance Code when you call.

Recognition. Connection. Opportunity. Reward. Success.

By accepting this exclusive invitation of membership to Golden Key, you complete this recognition of your outstanding academic performance and join an exclusive community of more than 1.7 million other high-achieving individuals from over 335 Golden Key chapters around the world.

Founded in 1977, Golden Key is recognized and respected by universities, graduate programs, major corporations and other organizations all around the globe. Because of who they are, Golden Key members are highly regarded and sought after by many prestigious employers and institutions.

Through Golden Key, members realize their full potential and personal growth, ensuring that outstanding academic performance flourishes into outstanding careers and lives. It begins with recognition that you have already achieved a level of success that sets you apart, a distinction that then qualifies you to connect with opportunity, service and reward: the building blocks for lifelong success.

ACADEMIC HONOUR NOTIFICATION
& MEMBERSHIP INVITATION FOR

Ryan Posnikoff

ISSUED BY THE GOLDEN KEY CHAPTER AT
University of Victoria

PERSONAL INVITATION ACCEPTANCE CODE:
«UVIC»-«FL»-«SDJKSJ»-«BC»-«F»

RSVP ONLINE AT
www.goldenkey.org

MEMBERSHIP ACCEPTANCE DEADLINE:
27 October 2007

Over Please

No monetary values of benefits shown except for total scholarships.

When you accept your Golden Key membership invitation, your \$90 membership fee gains you immediate, unlimited access to a host of outstanding member benefits and privileges, including

- Eligibility for more than \$500,000 annually in member-only scholarships and awards
- Immediate entry for a University of Victoria Golden Key New Member Scholarship
- Exclusive, free access to career opportunities with a constantly expanding list of partner corporations and organizations: including IBM Canada Ltd., Scotiabank Group, Boeing, AbeBooks, Compleat Rehabilitation, Investor's Group and more. Recruitment emails are sent exclusively to Society members by Golden Key corporate partners.
- \$100 off graduate prep courses offered by the Princeton Review in addition to numerous other member-only special offers and discounts from a wide variety of special benefits partners.
- **NEW for 2007!** The Golden Key Canada-only scholarship fund with over \$14,000 in scholarships available **only** to new Canadian Golden Key members. Selection is lottery based with guaranteed recipients at each chapter!

Please RSVP today...

Once again, congratulations on your outstanding academic achievement and your deserved eligibility to become a Golden Key member.

To gain immediate access to membership privileges, follow the instructions on the front side of this letter and RSVP through our online Membership Invitation Acceptance form at www.goldenkey.org.

The University of Victoria chapter looks forward to formally recognizing your achievement on Sunday, 18 November 2007 from 2:00pm – 4:00pm in the David Lam Auditorium (MACA 144). At this time, local chapter and new member scholarships will be awarded as well new and honorary members inducted. Family and friends are welcome to attend. You can find more information on the University of Victoria Golden Key chapter at <http://web.uvic.ca/goldenkey>.

We look forward to welcoming you to Golden Key membership.

**No phone number?!
Very soft close with almost no
call to action.**

Sincerely,

[Redacted signature box]

Lynn McCaughey
Golden Key Chapter Advisor
Career Advisor
University of Victoria

**Postscript should be used as a call to action, but is not
used as such here.**

P.S. Come visit the UVic Golden Key Chapter during the President's Day Welcome Tuesday 4th September by the Fountain or during Club Union Days September 12 and 13 in the Michel Pujol Room, SUB. Come meet the Chapter, learn more, and join the Chapter soccer team!

P.P.S The Chapter invites prospective members to the Golden Key Prospective Member Reception and Info Session Thursday 20th September 2007 7:00pm – 8:00 pm in the David F. Strong Building C112 (parents welcome).