

601 E Street NW

Washington, DC 20049

Ms. Sue Templin

720 E. Wisconsin Ave

Room E14G

Milwaukee, WI 53202

 **IMMEDIATE REPLY REQUESTED**

 (Time is running out for you)

March30, 2009

Dear Ms Templin:

Congratulations on attaining the age of eligibility for membership in AARP upon your next birthday. This will be an exciting time as you cross into the next phase of your life. We at AARP are here to assist you with this transition, and to make your last years as enjoyable as possible.

 We lead the way in the marketplace by being a force in influencing companies to offer new and better choices for our members. Specific products include health insurance; automobile and homeowners insurance; cremation; diaper discounts; member discounts on wrap-around sunglasses, rental cars; cruises, vacation packages and lodging; special offers on technology and gifts; life insurance; a credit card; pharmacy services; alternative health services; walkers; legal services; and long-term care insurance. AARP Services manages all relationships with endorsed providers.

AARP’s mission is to enhance the quality of life for all as we age, leading positive social change and delivering value to members through information, advocacy and pain medication.

We believe strongly in the principles of collective purpose, collective voice, and collective purchasing power, collective drinking; and these principles guide all organization efforts. AARP works tirelessly to fulfill its vision to at least 20:1, and in a society in which everyone ages with dignity, blue hair, purpose and speed, and in which AARP helps people fulfill their goals and dreams of shaking their fingers at every snot-nosed teen that skateboards past their house.

AARP speaks with one voice – united by a common motto: “To serve, not be served.”

Sincerely,

Harry Knuckles

Senior Recruiter, The AARP Membership Team

*“High turnover isn’t our goal, it’s our destiny”*



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(800) 566-0242

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 **IMMEDIATE REPLY REQUESTED**

 (Only cats have nine lives)

May 1, 2009

Dear Ms. Templin:

Once again I would like to congratulate you on attaining AARP’s “age of eligibility”. It’s a momentous age where you become eligible for many things, not the least of which is membership in AARP, the nation’s leading organization focusing on your final years. AARP has a wealth of experience helping millions of people *just like you* achieve financial well-being, strength, enjoyment, and acceptance of the inevitable. Let us help YOU too. I personally urge you to strongly consider joining our constantly dwindling ranks to help us fight for your rights and well-deserved benefits.

As encouragement, let me remind you of the multitude of benefits you can receive from AARP for the small monthly cost of membership; a cost that will be earned back many times over, even if you aren’t with us very long. Our members can take advantage of new and better choices for your impending needs: automobile, ambulance, nursing home, death and crypt insurance; cremation, cataract surgery and Rascal scooter rentals. You also get member discounts on things you need every day: incontinence supplies; hair bluing, Geritol, Ensure, Depends, Poly-Grip, Viagra and more.

And don’t forget that our members can participate in numerous travel and tour package specials arranged by mobility challenged AARP retirees like yourself, with your specific needs in mind; Bingo and gambling bus tours, the famous Early Bird Restaurant Roundup series of tours, special “visit your friends” transportation to participating geriatric centers, and the ever-popular Final Fling Annual Gala hosted in a major city near you.

But wait... there’s more: If you ACT NOW, I’ll pay your first month’s membership for you. That’s right, one month FREE! This will give you nearly one-twelfth of your lifetime membership FREE, just for saying YES now. It’s like getting a week’s worth of Ensure for FREE. Simply use the code: “PUNKD” when replying to this offer and we will ease you onto the downhill slide to eternity immediately, FOR FREE.

AARP speaks with one voice, one motto: “The most important age in life isn’t an age, it’s the end”. So act now before... well, stuff happens.

Sincerely,

Shirley I. Bringemin

Membership Manager, AARP Membership Team (800) 566-0242

*“Replacement isn’t a department, it’s an attitude!”*