



Beta Sigma Phi

P.O. BOX 8500
1800 WEST 91ST PLACE
KANSAS CITY, MO. 64114
TELEPHONE: 816-444-6800

November, 2007

I am writing you today about a serious concern we have for our organization. Over the last 20 years our numbers have steadily been going down. We have pushed for our sisters to rush and replenish the membership but we have not been fully successful.

Our members are getting older and we are losing them. If we do not act now and act decisively, Beta Sigma Phi will not remain the great organization it now is. We must raise our membership numbers or we will not survive into the next generation. The paid up annual fees program was based on the belief that every member would replace herself twice, that there would be two paid members for every paid up member. Unfortunately, that hasn't been the case.

Your organization has chosen to keep your membership fees as low as we can. Because of this, we have not made a profit for many, many years, we have just broken even. For too many years, we allowed ourselves to lose money. Recently with the raise in postage and other fixed costs we cannot control we have lost more money. The September/October TOBCH cost \$64,000.00 to print and mail. We cannot continue to do this and have a company that can survive. That leaves two solutions, one is to generate enough members to off set the rising costs of doing business, the other is raise membership fees to the amount they need to be to cover our expenses. International cannot control the first, only the second. We are going to raise the annual fees to the amount needed to cover the costs of your memberships. In January the annual fees will increase by \$11.00 to \$38.00 per year. Junior League's fees are over \$300.00 per year and ABWA are \$75.00 per year, we are still very low. We will only raise fees again when the fees are not enough to cover the cost of doing business.

As to the first option, if each member brought in one new member, in one year we would be at our old membership numbers. But only you can do that. We will have to raise our fees to make sure we at the very least, break even. We will continue to take any steps we can to cut costs. We may also have to look at making membership in Beta Sigma Phi available to any woman who wants to join us. Chapters would still have the right to vote on membership but with On Line chapters and

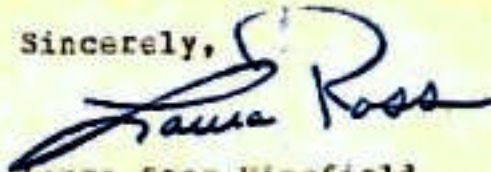
letter2.jpg

(2)

other options like chapter in a box, we could welcome more members into the organization and increase the sisterhood and guarantee our future.

Beta Sigma Phi has given the gift of friendship to over one million women over the last 75 years, we have shown them the strength within them and we have helped every community we are a part of and every family of every member. We have touched the lives of thousands of people who don't even know who we are through our good works. This organization is too important to allow it to fade away. Please take up the challenge to rebuild your organization to it's former numbers and if at all possible to surpass that number. Let us be here to usher in the next century and to be able to say that we had a personal role in making it better than it would have been without us.

Sincerely,

A handwritten signature in black ink that reads "Laura Ross". The signature is fluid and cursive, with a large initial "L" and "R".

Laura Ross Wingfield
President of Executive Council