

Individual Gifts and Pledges

- Outright gifts and pledges of \$25,000 and above will be acknowledged with a personalized letter from the Chancellor (CH).
- Gifts of \$1,000+ from VIP donors (BOT, etc.) will be acknowledged by the CH per the CH Acknowledgement tag on an Advance record.
- Pledge payments made by individuals or individuals receiving soft credit will not be acknowledged by Donor Relations unless it is a final pledge payment completing a pledge of \$25,000 or more, which will receive a CH acknowledgement.
 - Transformational gifts, ex: at the Holladay Society level, will receive additional pledge payment acknowledgements.

Corporate Gifts and Pledges

- Corporate and foundation gifts and pledges (where no individual receives soft credit) will generally not be acknowledged by Donor Relations.
- Individuals who receive soft credit for a corporate or foundation gift or pledge at \$25,000+ will be acknowledged by the CH.
- When no individual receives soft credit, Donor Relations will consider requests for CH acknowledgment letters for corporate and foundation gifts and pledges at \$100,000 and above.

Policy Changes to Note

- Individual gifts or those receiving soft credit for corporate or foundation gifts of \$5,000 to \$24,999 will no longer automatically be acknowledged by the Vice Chancellor of University Advancement (VC). Individual gifts below \$25,000 will be acknowledged with a letter from the VC at his discretion.
 - *Donor Relations will maintain a VC Acknowledgement tag in Advance and will produce a report of all gifts between \$5,000 and \$24,999 from donors with this tag.*
 - *This report will be sent to the VC for review, and Donor Relations will create acknowledgement letters for these gifts per the VC's request. At this time, the VC has indicated that in most cases he will do a hand-written note.*
- DOs will now have a review deadline of 5 days. If that deadline is not met, the letter will move forward to the VC or CH without DO approval.

Other Gifts

- Donor relations will consider requests for VC acknowledgement letters for gifts of \$5,000 to \$24,999 and other ad hoc letters regardless of gift level or giving in general, as has been the policy to date.