

Acknowledgment/Thank You/Impact Matrix

		GIFT AGREEMENT	PLEDGE REMINDER	FOUNDATION RECEIPT/ ACKNOWLEDGMENT	FOUNDATION PHONE CALL THANK YOU	FOUNDATION EMAIL THANK YOU	PHONATHON VIDEO TY	DEPT THANK YOU	DEAN THANK YOU	BRUCE THANK YOU	THANK-A-THON (PHONATHON)	DEAN IMPACT LETTER	END-OF-YEAR STATEMENT (INDIVIDUALS ONLY, 2+ GIFTS)
CASH GIFTS	\$10-100			ASAP SCANNED				MONTHLY			JUNE	AUGUST	
	\$101-999			ASAP HAND SIGN				MONTHLY			JUNE	AUGUST	
	\$1000-49K			ASAP HAND SIGN	ASAP			MONTHLY		MONTHLY SIGNED LET	JUNE	AUGUST	JANUARY
	\$50K-99K			ASAP HAND SIGN	ASAP			MONTHLY		MONTHLY LETTER + PS	JUNE	AUGUST	JANUARY
	\$100K+			ASAP HAND SIGN	ASAP			MONTHLY		MONTHLY PERSONAL NOTE	JUNE	AUGUST	JANUARY
	EFTS/Payroll \$0-999			JANUARY				FEB			JUNE	AUGUST	
	EFTS/Payroll \$1000+			JANUARY				FEB	JULY		JUNE	AUGUST	
	ONLINE GIFT \$0-999			IMMEDIATE EMAIL		IMMEDIATE		MONTHLY			JUNE	AUGUST	
	ONLINE GIFT \$1000+			IMMEDIATE EMAIL	ASAP	IMMEDIATE		MONTHLY		MONTHLY	JUNE	AUGUST	JANUARY
BEQUEST INTENT	\$0-99K							AS RECEIVED	ONE TIME SIGNED LET				
	\$100K-249K							AS RECEIVED	ONE TIME LETTER + PS				
	\$250K+							AS RECEIVED	ONE TIME PERSONAL NOTE				
PLEDGES	PHONATHON \$1-99		IMMEDIATE										
	PHONATHON \$100+		IMMEDIATE			IMMEDIATE							
	\$0-4999		MONTHLY										
	\$5000+	IMMEDIATE	MONTHLY										

		IMPACT REPORT FOR SPECIFIC FUND	OMS IMPACT LETTER	SCHOLARSHIP RECIPIENT TY LETTER	PRESIDENT'S BBQ	PARKING PASS	ALUMNI CLUB MEMBERSHIP	THANKSGIVING CARD	1893 GALA	HOLIDAY OPEN HOUSE	HOLIDAY CARD	SCHOLARSHIP EVENTS	OLD MAIN SOCIETY PRINT
SOCIETIES	1893				X	X		X	X	X	X		
	OMS		MAY		X			X		X	X		X
	PS				X	X	X	X		X	X		
	NAMED SCHOLARSHIP DONORS			JUNE								X	
	ENDOWMENT DONORS	MARCH											

KEY
 TY Thank You
 SEA Seattle
 BHAM Bellingham
 EFT Electronic Fund Transfer Gifts
 HR Payroll Deduction Gifts
 WLF Western Leadership Forum
 B2B Back 2 Bellingham

PS President Society (Annual Giving of \$1000+)
 OMS Old Main Society (Donor has WWU in will)
 1893 1893 Society (Cumulative Lifetime Giving of \$25K+)
 UA University Advncment
 MGOs Major Gift Officers/Directors of Development
 VP Vice President of University Advancement
 AB Advisory Boards (Trustees, Foundation Board, Alumni Board, College Boards)

Firm Activities
 Recommended Activities