

CalArts Institute-wide Recognition and Stewardship By Donor Level		Under \$2499		\$2500-4999		\$5000-9999		\$10,000-24,999		\$25,000-49,999		\$50,000-99,999		\$100k-Above	
CAPITAL FUND		LEVEL 1		LEVEL 2		LEVEL 3									
Mailing	Gift acknowledgment letter from Dean/Program Director/Prospect Manager	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Gift acknowledgment letter from President/Advancement VP									x	x	x	x	x	x
	Regular progress report from Dean/Program Director/Prospect Manager									x	x	x	x	x	x
	Final project report from Dean/Program Director/Prospect Manager									x	x	x	x	x	x
	CalArts Magazine					x	x								
	CalArts Magazine with personal note					x	x			x	x	x	x	x	x
	President's newsletter - Individuals only ¹					x	x			x	x	x	x	x	x
	Holiday card									x	x	x	x	x	x
	Birthday card ¹									x	x	x	x	x	x
	Annual donor honor roll	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Events	Building dedication/ribbon cutting ceremony			x	x	x	x	x	x	x	x	x	x	x	x
	Dinner or special event with President														x
Recognition	Appreciation gift										x	x	x	x	x
	Campus signage ¹														x
Publicity	Press release ¹														x
	Announcement on website										x	x	x	x	x
ENDOWED FUNDS															
Endowed Chair															
Mailing	Gift acknowledgment letter from Dean/Program Director/Prospect Manager	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Gift acknowledgment letter from President/Advancement VP														x
	Letter from President/Dean/Program Director announcing appointment									x	x	x	x	x	x
	Letter of appreciation and introduction from chairholder									x	x	x	x	x	x
	Annual status report from chairholder									x	x	x	x	x	x
	Letter of appreciation from chairholder at conclusion of term									x	x	x	x	x	x
	Annual investment report									x	x	x	x	x	x
	CalArts Magazine					x	x			x	x	x	x	x	x
	CalArts Magazine with personal note					x	x			x	x	x	x	x	x
	President's newsletter					x	x			x	x	x	x	x	x
	Holiday card									x	x	x	x	x	x
	Birthday card ¹									x	x	x	x	x	x
	Annual donor honor roll	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Events	Dinner or reception hosted by President/Dean/Program Director for chairholder or donor									x	x	x	x	x	x
	Donor invited to investiture of chair holder (often at Board of Trustee Mtgs) ²														x
Recognition	Appreciation gift														x
	Gift specific to donor and chairholder (e.g. new cd, catalogue, etc.)														x
Publicity	Postcard or email (internally) announcement from President/Dean/Program Director to sister institutions and CalArts community									x	x	x	x	x	x
	Press release ¹ or News Accolades article (see Public Affairs)														x
	Announcement on website									x	x	x	x	x	x
Endowed Scholarship \$25,000 gift and above															
Mailing	Gift acknowledgment letter from Dean/Program Director/Prospect Manager	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Gift acknowledgment letter from President/Advancement VP									x	x	x	x	x	x
	Letter of appreciation and introduction from recipient									x	x	x	x	x	x
	Annual investment report									x	x	x	x	x	x
	CalArts Magazine									x	x	x	x	x	x
	CalArts Magazine with personal note									x	x	x	x	x	x
	President's newsletter (individuals only)									x	x	x	x	x	x
	Holiday card									x	x	x	x	x	x
	Birthday card ¹									x	x	x	x	x	x
	Annual donor honor roll	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Events	Annual lunch/dinner/reception to honor donors, recognize recipients, and showcase student accomplishments									x	x	x	x	x	x
	Invitation to school and departmental events									x	x	x	x	x	x
	Dean/student lunch/dinner/reception									x	x	x	x	x	x
	Reserved seats at recitals									x	x	x	x	x	x
	Invitation to graduation									x	x	x	x	x	x
Recognition	Appreciation gift														x
Publicity	Press release ¹														x
	Announcement on website									x	x	x	x	x	x

¹ as deemed appropriate by prospect manager

² as deemed appropriate by VP, Advancement

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Endowed Program Funds / Unrestricted Endowment								
Mailing	Gift acknowledgment letter from Dean/Program Director/Prospect Manager	x	x	x	x	x	x	x
	Gift acknowledgment letter from President/Advancement VP			x	x	x	x	x
	Annual investment report			x	x	x	x	x
	CalArts Magazine			x	x			
	CalArts Magazine with personal note					x	x	x
	President's newsletter			x	x	x	x	x
	Holiday card					x	x	x
	Birthday card ¹					x	x	x
	Annual donor honor roll	x	x	x	x	x	x	x
Events	Invitation to school and departmental events					x	x	x
Recognition	Appreciation gift							x
	Campus signage (in rare cases)							x
Publicity	Press release ¹					x	x	x
	Announcement on website							
CURRENT USE								
Scholarship Funds								
Mailing	Thank you letter for gift from DO or EDOD	x	x	x	x	x	x	x
	Thank you letter for gift from SDL or AD or Dean					x	x	x
	Letter of appreciation and intro from recipient			x	x	x	x	x
	CalArts Magazine			x	x			
	CalArts Magazine with personal note					x	x	x
	President's newsletter			x	x	x	x	x
	Holiday card					x	x	x
	Birthday card ¹					x	x	x
	Annual donor honor roll	x	x	x	x	x	x	x
Events	Annual lunch/dinner/reception to honor donors, recognize recipients, and showcase student accomplishments					x	x	x
	Invitation to school and departmental events			x	x	x	x	x
	Dean/student lunch/dinner/reception (as appropriate)					x	x	x
	Graduation Recognition Event					x	x	x
Recognition	Appreciation gift							x
Publicity	Press release ¹					x	x	x
	Announcement on website							
General Funds								
Mailing	Thank you letter for gift from DO or EDOD	x	x	x	x	x	x	x
	Thank you letter for gift from SDL or AD					x	x	x
	CalArts Magazine			x	x			
	CalArts Magazine with personal note					x	x	x
	President's newsletter			x	x	x	x	x
	Holiday card					x	x	x
	Birthday card ¹					x	x	x
	Annual donor honor roll	x	x	x	x	x	x	x
Events	Annual recognition lunch/dinner/reception			x	x	x	x	x
	Invitation to school and departmental events			x	x	x	x	x
Recognition	Appreciation gift							x
Publicity	Press release ¹							x
	Announcement on website					x	x	x

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