

CalArts Institute-wide Recognition and Stewardship By Donor Level		Under \$2,499		\$2,500-4,999		\$5,000-9,999		\$10,000-24,999		\$25,000-49,999		\$50,000-99,999		\$100k-Above	
		LEVEL 1		LEVEL 2		LEVEL 3									
CAPITAL FUND															
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														
	Regular progress report from Dean/Program Director/Prospect Manager														
	Final project report from Dean/Program Director/Prospect Manager														
	CalArts Magazine														
	CalArts Magazine with personal note														
	President's newsletter - Individuals only ¹														
	Holiday card														
	Birthday card ¹														
Annual donor honor roll	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Events	Building dedication/ribbon cutting ceremony														
	Dinner or special event with President														
Recognition	Appreciation gift														
	Campus signage ¹														
Publicity	Press release ¹														
	Announcement on website														
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														
	Letter from President/Dean/Program Director announcing appointment														
	Letter of appreciation and introduction from chairholder														
	Annual status report from chairholder														
	Letter of appreciation from chairholder at conclusion of term														
	Annual investment report														
	CalArts Magazine														
	CalArts Magazine with personal note														
	President's newsletter														
	Holiday card														
	Birthday card ¹														
	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														
	Donor invited to investiture of chair holder (often at Board of Trustee Mtgs) ²														
Recognition	Appreciation gift														
	Gift specific to donor and chairholder (e.g. new cd, catalogue, etc.)														
Publicity	Postcard or email (internally) announcement from President/Dean/Program Director to sister institutions and CalArts community														
	Press release ¹ or News Accolades article (see Public Affairs)														
	Announcement on website														
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														
	Letter of appreciation and introduction from recipient														
	Annual investment report														
	CalArts Magazine														
	CalArts Magazine with personal note														
	President's newsletter (individuals only)														
	Holiday card														
	Birthday card ¹														
	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														
	Invitation to school and departmental events														
	Dean/student lunch/dinner/reception														
	Reserved seats at recitals														
	Invitation to graduation														
Recognition	Appreciation gift														
Publicity	Press release ¹														
	Announcement on website														

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
	Announcement on website					x	x	x
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
	Announcement on website					x	x	x
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
	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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