

Targeted Cultivation Matrix

	Alumni	Current Parents	Alumni Parents	Grandparents	Faculty Staff	Trustee	Local Alumni	Active Alumni	Scholarship Donors	Annual Fund Up to \$249	Annual Fund \$250 - \$999	Annual Fund \$1,000
COMMUNICATIONS:												
Annual Report	X	X	X	X	X	X	X	X	X	X	X	X
Newsletter		X		X		X						
Birthday Card	X											
Holiday Cards		X						X	X			X
EVENTS:												
Reunion	X				X							
Gala		X			X	X			X			
Founder's Day						X						
Grandparents Day				X								
Homecoming							X	X				
Business Luncheon							X					
Career Night							X	X				
Golf Classic							X	X				
Headmaster's Appreciation								X				
DONOR ACTIVITIES:												
Standard Acknowledgement										X	X	
Personal Acknowledgement									X			X
Acknowledgement Call												
Pre Annual Report Letter									X		X	X
Scholarship Fund Report									X			
Scholarship Breakfast									X			

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COMMUNICATIONS

Special Listing in Magazine												
Special Listing in Annual Report												X