2019 Stewardship Matrix

UNIVERSITY-WIDE STEWARDSHIP BY TYPE OF DONOR

FIRST-TIME DONORS
- Email Acknowledgement
- Thank a Donor Day Video (previous fiscal year)
- First-Time Donor Card
- Receipt w/ UGA Donor Decal
- Annual Thank a Donor Day Video (current fiscal year)
- Annual Thanksgiving Video
- If $1,5K+: Annual Presidents Club Stewardship
- If $50K+: Presidential Acknowledgement Stewardship
- If $50K+: $50K+ Annual Giving Stewardship
- If $50K+: $50K+ Annual Giving Stewardship

SECOND-TIME DONORS
- Second-Time Donor Card
- Receipt w/ UGA Donor Decal
- Annual Thank a Donor Day Video (current fiscal year)
- Annual Thanksgiving Video
- If $1.5K+: Annual Presidents Club Stewardship
- If $50K+: Presidential Acknowledgement Stewardship
- If $50K+: $50K+ Annual Giving Stewardship
- If $50K+: $50K+ Annual Giving Stewardship

LOYALTY DONORS
- Three-Consecutive Years Third Pillar Card
- Third Pillar Card with Presidential Message
- Third Pillar Magnet
- Gift with UGA Donor Decal
- Annual Thank a Donor Day Video (current fiscal year)
- Annual Thanksgiving Video
- If $1.5K+: Annual Presidents Club Stewardship
- If $50K+: Presidential Acknowledgement Stewardship
- If $50K+: $50K+ Annual Giving Stewardship
- If $50K+: $50K+ Annual Giving Stewardship

FACULTY, STAFF & RETIREE DONORS
- Annual Faculty, Staff & Retiree Donor Appreciation Reception w/ President
- Special Email Acknowledgement w/ Student Thank You
- Receipt w/ UGA Donor Decal
- Annual Thank a Donor Day Video (current fiscal year)
- Annual Thanksgiving Video
- If $1.5K+: Annual Presidents Club Stewardship
- If $50K+: Presidential Acknowledgement Stewardship
- If $50K+: $50K+ Annual Giving Stewardship
- If $50K+: $50K+ Annual Giving Stewardship

SCHOLARSHIP DONORS
- Annual Stewardship
- Annual Endowment Reports
- All Scholarships
- Recipient Names on Endowment Reports
- All Scholarships
- Scholarship Gratitude Report
- Endowed Scholarships
- OSFA & Admissions
- Scholarship Impact Report
- All Scholarship Donors, Including Unrestricted
- Top Scholarship Donors
- Listing of Scholarships w/ Donor Biographies on Website
- Thank View Videos
- Hand-written Notes
- Select Donors
- Individualized Luncheons
- Listing of Endowed Faculty w/ Donor Biographies on Website
- Endowed Faculty Medallion Ceremony

ENDOWED FACULTY DONORS
- Annual Endowment Reports
- All Honoraria
- All Endowed Faculty Stewardship
- Scholarship Gratitude Report
- Select Non-Endowed Scholarships
- OSFA & Admissions
- Scholarship Impact Report
- All Scholarship Donors, Including Unrestricted
- Top Scholarship Donors
- Listing of Endowed Faculty w/ Donor Biographies on Website
- Endowed Faculty Medallion Ceremony

OTHER SPECIAL STEWARDSHIP PER DONOR
- ENDOWED FUNDS
  - All Endowed Fund Donor Representatives
  - Annual Endowment Report
- GA VEHICLE TAG
  - Donors that Purchase a State of Georgia UGA License Plate
  - Postcard and Email
- TRIBUTES
  - Letters sent to Honoree or Next-of-Kin of the Tributee
- FOUNDING PRESIDENTS CLUB
  - (closed membership)
  - Presidents Club Stewardship (no annual decal)
  - Name Recognition on Presidents Garden Wall
  - VP Letter
  - Georgia Commitment Scholarships
  - Thank View Videos
  - Hand-written Notes
  - Select Donors
  - Individualized Luncheons
  - Top Scholarship Donors
  - Listing of Scholarships w/ Donor Biographies on Website