

Donor Recognition - Acknowledgements

GIVING LEVEL	MINIMUM LEVEL	ACKNOWLEDGEMENTS															
		Letter, Card, or Call from UAB Representative	Personal Call from Annual Giving/Department Head	Letter from President (when relationship exists)	Personal Call from VP	Birthday/Holiday Greetings from Annual Giving/Dean	Gift Agreement	Board Resolution	Holiday Gift from Dean	Holiday Gift from VP	Letter from President	Personal Call from VP	Birthday/Holiday Greetings from Annual Giving/Dean	Gift Agreement	Board Resolution	Holiday Gift from Dean	Holiday Gift from VP
Lifetime Giving (hard and soft credit)																	
	\$5,000,000+	X	X	E	X	R	X	R	X	R			E	R	R	R	X
	\$1,000,000-\$4,999,999	X	X	E	X	R	X	R	X	R			E	R	R	R	X
	\$500,000 - \$999,999	X	X	E	X	R	X	R	X				E	R	R	R	X
	\$250,000 - \$499,999	X	X	E	X	R	X	R	X				E	R	R	R	X
	\$100,000 - \$249,999	X		E	X	R	X	R	X				E	R	R	R	X
	\$50,000 - \$99,999	X		E	X	R	X							R	R	R	
	\$25,000 - \$49,999	X		E	X	R	X							R	R	R	
Annual Giving																	
	\$10,000 - \$24,999	X		E	X	X								R		E	
	\$5,000 - \$9,999	X		E	X	X								R		E	
	\$2,500 - \$4,999	X		E	X									R		E	
	\$500 - \$2,499	X		X										R			
Annual Giving - Other																	
	\$1 - \$499	X												E			
Endowed Faculty Positions & Awards																	
Endowed Chair	\$1,500,000	X	X	E	X	R		X	R	X	X	R	X				X
Endowed Professorship	\$500,000	X	X	E	X	R		R	X		X	X	R	X			X
Endowed Visiting Professorship	\$250,000	X		E	X	R		R	X		X	X	R	X			X
Endowed Research Fund	\$100,000	X		E	X	R		R	X		X	X	R	X			X
Endowed Lectureship	\$75,000	X		E	X	R	X				X	X	R	X		R	
Endowed Teaching Awards	\$10,000	X		E	X	R					X	X	R			R	
Student Support Funds																	
Endowed Graduate Fellowship	\$200,000	X		E	X	R		R	X		X	X	R	X			X
Endowed Student Loan Fund	\$50,000	X		E	X	R	X				X	X	R	X		R	
Endowed Scholarship	\$25,000	X		E	X	R	X				X	X	R	X		R	
Endowed Student Award	\$10,000	X		E	X	R					X	X	R			R	
Other Endowed Funds																	
Endowed Program Support Fund	\$25,000	X		E	X	R	X				X	X	R	X		R	
Endowed Library Fund	\$10,000	X		E	X	R					X	X	R			R	
Naming & Capital Improvements (above \$25K)																	
	\$1,000,000+	X	X	E	X	R		R	X	R	X	X	R	X			X
	\$500,000 - \$999,999	X	X	E	X	R		R	X		X	X	R	X			X
	\$250,000 - \$499,999	X		E	X	R		R	X		X	X	R	X			X
	\$100,000 - \$249,999	X		E	X	R		R	X		X	X	R	X			X
	\$50,000 - \$99,999	X		E	X	R	X				X	X	R	X		R	
	\$25,000 - \$49,999	X		E	X	R	X				X	X	R	X		R	

COLOR LEGEND

Advancement Services
Stewardship & Donor Relations
University Events
Annual Giving
School/Unit
Development Communications

CODE LEGEND

X - Automatic or Required
R - Recommended
E - Elective

Donor Recognition - Events and Activities

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GIVING LEVEL	MINIMUM LEVEL	EVENTS & ACTIVITIES															
		Annual Giving Cultivation Event	Dean's Tailgate or Similar Event	President's FB/BB Pregame Invitation (\$25K+)	Meet with Dean/Director/Department Head	Meet Regularly with Unit Leader	Unit-based small group outreach (keynote speaker)	Holiday Reception or Special Events	Personalized or Special Events	Dinner or Reception - Dean Host	Dinner or Reception - President Host	Building or Center Dedication Event	Lunch or Dinner with recipient	Building or Center Dedication Event	Lunch or Dinner with recipient	Building or Center Dedication Event	Lunch or Dinner with recipient
Lifetime Giving (hard and soft credit)																	
	\$5,000,000+			E	E	E	R	R	R	E	R	E	X		R		
	\$1,000,000-\$4,999,999			E	E	E	R	R	R	E	R	E	X		R		
	\$500,000 - \$999,999			E	E	E	R	R		E	R	E	X	E	R		
	\$250,000 - \$499,999			E	E	E	R	R		E	R	E	X	E			
	\$100,000 - \$249,999			E	E	E	R	R		E	R	E	X	E			
	\$50,000 - \$99,999			E	E		R	R		E	R	E	X	E			
	\$25,000 - \$49,999			E	E		R			E	R	E	X	E			
Annual Giving																	
	\$10,000 - \$24,999		R	E			R			R	R	E					
	\$5,000 - \$9,999		R	E						R	R						
	\$2,500 - \$4,999		R	E						R							
	\$500 - \$2,499		R	E													
Annual Giving - Other																	
	\$1 - \$499		E	E													
Endowed Faculty Positions & Awards																	
Endowed Chair	\$1,500,000		E	E	E			R	E		E	X		R	R		
Endowed Professorship	\$500,000		E	E	E				E		E	X		R	R		
Endowed Visiting Professorship	\$250,000		E	E	E				E		E	X	E		R		
Endowed Research Fund	\$100,000		E	E	E				E		E	X	E		R		
Endowed Lectureship	\$75,000		E	E					E		E	X	E		R		
Endowed Teaching Awards	\$10,000		E						E		E				R		
Student Support Funds																	
Endowed Graduate Fellowship	\$200,000		E	E	E				E		E	X	E		R		
Endowed Student Loan Fund	\$50,000		E	E					E		E	X	E		R		
Endowed Scholarship	\$25,000		E	E					E		E	X	E		R		
Endowed Student Award	\$10,000		E						E		E				R		
Other Endowed Funds																	
Endowed Program Support Fund	\$25,000		E	E					E		E	X	E				
Endowed Library Fund	\$10,000		E						E		E						
Naming & Capital Improvements (above \$25K)																	
	\$1,000,000+		E	E	E			R	E		E	X				R	
	\$500,000 - \$999,999		E	E	E				E		E	X				R	
	\$250,000 - \$499,999		E	E	E				E		E	X				R	
	\$100,000 - \$249,999		E	E	E				E		E	X				R	
	\$50,000 - \$99,999		E	E					E		E	X				R	
	\$25,000 - \$49,999		E	E					E		E	X				R	

COLOR LEGEND

Advancement Services
Stewardship & Donor Relations
University Events
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Development Communications

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Donor Recognition - Reports and Honor Roll

Attachment A
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GIVING LEVEL	MINIMUM LEVEL	Letter(s)/Report from Beneficiary(ies)					
		Annual Report/School pub Listing	Fund Impact Report (annual)	School Report (annual)	Letter(s)/Report from Beneficiary(ies)	Letter(s)/Report from Beneficiary(ies)	Letter(s)/Report from Beneficiary(ies)
Lifetime Giving (hard and soft credit)		RPTS/HONOR ROLL					
	\$5,000,000+	X	X	X	E	R	
	\$1,000,000-\$4,999,999	X	X	X	E	R	
	\$500,000 - \$999,999	X	X	X	E	R	
	\$250,000 - \$499,999	X	X	X	E	R	
	\$100,000 - \$249,999	X	X	X	E	R	
	\$50,000 - \$99,999	X	X	X	E	R	
	\$25,000 - \$49,999	X	X	X	E	R	
Annual Giving - Luminary Society							
	\$10,000 - \$24,999	X	X	X	R	R	
	\$5,000 - \$9,999	X	X	X	R		
	\$2,500 - \$4,999	X	X	X	R		
	\$500 - \$2,499	X	X		R		
Annual Giving - Other							
	\$1 - \$499						
Endowed Faculty Positions & Awards							
Endowed Chair	\$1,500,000	X	X	X		R	
Endowed Professorship	\$500,000	X	X	X		R	
Endowed Visiting Professorship	\$250,000	X	X	X		R	
Endowed Research Fund	\$100,000	X	X	X		R	
Endowed Lectureship	\$75,000	X	X	X		R	
Endowed Teaching Awards	\$10,000	X		X		R	
Student Support Funds							
Endowed Graduate Fellowship	\$200,000	X	X	X		R	
Endowed Student Loan Fund	\$50,000	X	X	X		R	
Endowed Scholarship	\$25,000	X	X	X		R	
Endowed Student Award	\$10,000	X		X		R	
Other Endowed Funds							
Endowed Program Support Fund	\$25,000	X	X	X		R	
Endowed Library Fund	\$10,000	X		X		R	
Naming & Capital Improvements (above \$25K)							
	\$1,000,000+	X	X			R	
	\$500,000 - \$999,999	X	X			R	
	\$250,000 - \$499,999	X	X			R	
	\$100,000 - \$249,999	X	X			R	
	\$50,000 - \$99,999	X	X			R	
	\$25,000 - \$49,999	X	X			R	

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Donor Recognition - Other

GIVING LEVEL	MINIMUM LEVEL	OTHER											
		Donor Publication	UAB Magazine	UAB Magnet/Calendar/Sticky Notes/etc.	UAB Lapel Pin	UAB Notepad/Notecards/Mug/etc.	UAB Personalized Notepads	UAB Personalized Deskset	UAB Paperweight/Plaque	Recognition Signage (physical)	Recognition Signage (press release)	Private Tour	
Lifetime Giving (hard and soft credit)													
	\$5,000,000+	X	X	E					X	X	X	X	E
	\$1,000,000-\$4,999,999	X	X	E					X	X	X	X	E
	\$500,000 - \$999,999	X	X	E					X	X	X		E
	\$250,000 - \$499,999	X	X	E					X	X	X		E
	\$100,000 - \$249,999	X	X	E					X	X			E
	\$50,000 - \$99,999	X	X	E					X				E
	\$25,000 - \$49,999	X	X	E					X				
Annual Giving													
	\$10,000 - \$24,999		X	E	X			X					
	\$5,000 - \$9,999			E	X		X						
	\$2,500 - \$4,999			E	X	X							
	\$500 - \$2,499				X								
Annual Giving - Other													
	\$1 - \$499												
Endowed Faculty Positions & Awards													
Endowed Chair	\$1,500,000	X	X		E	E	E			X		R	
Endowed Professorship	\$500,000	X	X		E	E	E			X		R	
Endowed Visiting Professorship	\$250,000	X	X		E	E	E			X			
Endowed Research Fund	\$100,000	X	X		E	E	E						
Endowed Lectureship	\$75,000	X	X		E	E	E						
Endowed Teaching Awards	\$10,000		X		E	E	E						
Student Support Funds													
Endowed Graduate Fellowship	\$200,000	X	X		E	E	E						
Endowed Student Loan Fund	\$50,000	X	X		E	E	E						
Endowed Scholarship	\$25,000	X	X		E	E	E						
Endowed Student Award	\$10,000		X		E	E	E						
Other Endowed Funds													
Endowed Program Support Fund	\$25,000	X	X		E	E	E					R	
Endowed Library Fund	\$10,000		X		E	E	E						
Naming & Capital Improvements (above \$25K)													
	\$1,000,000+	X	X		E	E	E			R	R	X	R
	\$500,000 - \$999,999	X	X		E	E	E			R	R	X	R
	\$250,000 - \$499,999	X	X		E	E	E			R		X	R
	\$100,000 - \$249,999	X	X		E	E	E					X	E
	\$50,000 - \$99,999	X	X		E	E	E					X	E
	\$25,000 - \$49,999	X	X		E	E	E					X	E

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