**Acknowledgement Matrix**

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| **Gift Level** | **Action Item**  **Week 1** | **Action Item**  **Week 2** | **Action Item**  **Week 3** |
| **$1 - $999** | General Thank You Letter/Tax Receipt |  |  |
| **$1,000 - $4,999** | General Thank You Letter/Tax Receipt | Personal thank you letter from the President/CEO acknowledging the gift and welcoming the donor to the Opportunity Circle. Send with “Pioneer” benefits/recognition packet. |  |
| **$5,000 - $24,999** | General Thank You Letter/Tax Receipt | Personal thank you letter from the President/CEO acknowledging the gift and welcoming the donor to the President's Circle. Send with “Advocate” recognition packet. | Thank you phone call from a Project Rock Committee member. Inform them of any upcoming events. |
| **$25,000 - $99,999** | General Thank You Letter/Tax Receipt | Personal thank you letter with hand-written note from the President/CEO acknowledging the gift and welcoming the donor to the President's Circle. Send with “George E. Haynes Fellow” recognition packet. | Thank you phone call from a Project Rock Committee member. Inform them of any upcoming events. |
| **$100,000 - $499,999** | General Thank You Letter/Tax Receipt | Personal thank you letter with hand-written note from the President/CEO acknowledging the gift and welcoming the donor to the Chairman’s Circle. Send with “Catalyst” recognition packet. | Thank you phone call from Project Rock Committee member and/or Board Chair. Inform them of any upcoming events. |
| **$500,000 - $999,999** | General Thank You Letter/Tax Receipt | Personal thank you letter with hand-written note from the President/CEO acknowledging the gift and welcoming the donor to the Chairman’s Circle. Send with “Visionary” recognition packet. | Thank you phone call from Project Rock Committee member and/or Board Chair. Inform them of any upcoming events. |
| **$1,000,000 and up** | General Thank You Letter/Tax Receipt | Personal thank you letter with hand-written note from both the President/CEO and Board Chair acknowledging the gift and welcoming the donor to the Chairman's Circle. Send with “Champion” recognition packet. | Thank you phone call from Board Chair. Personally extend invitation to next Chairman's Circle event. |