

Acknowledgement Letters Program

Our goal for the Presidential Acknowledgement Program is to create personalized correspondence to principal and presidential prospects, as well as to other major donors from across the University, as defined by each school or unit. By leveraging each school or unit's definition of a major gift, we can communicate with the most important donors across Grounds.

Paige Kostanecki, <mailto:>Donor Relations, drafts presidential letters weekly. Following review by contacts identified at each school and unit, all letters are sent to the President's office for final review, after which they are sent via the president@virginia.edu email account by Athena Hanny.

Copies of each letter are entered as contact reports on individual donor records in Advance.

Presidential Acknowledgement Letters	
Faculty and staff	Gift level: \$25,000+
Individuals	Gift level: \$100,000+ Exceptions: <ul style="list-style-type: none"> ○ \$50K+ gifts to the Arts, Batten, Education, Meriwether Lewis Institute, Nursing, the Miller Center, the Center for Politics, Library, Kluge-Ruhe Aboriginal Art Collection, and the Women's Center ○ \$25K+ gifts to Madison House, Sorensen Institute, Data Science, and Wise ○ \$25K+ gifts from presidential prospects and/or principal relationship donors; decisions on timing made in collaboration with PRD Office ○ \$2,500+ for BOV and government officials (all gifts reviewed and acknowledged on case-by-case basis) ○ Gifts in honor of the President at any level
Corporations and Foundations	Gift level: \$100,000+
Planned Gifts	Gift level: \$250,000+ <i>Includes expectancies, realized bequests, and deferred gifts</i>
Omits, per partner request	Transactions to Virginia Humanities; everything to the Law School except outright gifts; grants to UVA Health and the School of Nursing; former and current faculty, staff, and hospital staff when the gift(s) are below the regular thresholds; and the Virginia Film Festival.

Acknowledgement Letters Program

Our goal for the University Advancement Acknowledgement Program is to capture support that falls below the Presidential thresholds.

Acknowledgements from the Vice President of Advancement, Mark Luellen, are drafted weekly by Paige Kostanecki, Donor Relations. Donors who have current email addresses in Advance receive their acknowledgement via an alias email [Mark_Luellen@virginia.edu] that is monitored by the Donor Relations team. Donors who do not have a current email address receive a physical letter, hand-signed by Mark.

Select donors, identified by Ryan Emanuel and Andrea Devine, are then reviewed by Ryan and further personalized, if necessary. In cases of a high-profile donor or someone who works in leadership at the University, Andrea may send the email via Mark's mml2r account instead.

Copies of each correspondence are entered as contact reports on individual donor records in Advance.

University Advancement Acknowledgement Letters	
Faculty and staff	Gift level: \$2,500 - \$24,999
Corporations and Foundations	Gift level: \$50,000 - \$99,999
Individuals	Gift level: \$25,000 - \$99,999 Exceptions: <ul style="list-style-type: none"> ○ \$25,000 - \$49,999 gifts to the Arts, Batten, Education, Meriwether Lewis Institute, Nursing, the Miller Center, Center for Politics, Library, Kluge-Ruhe Aboriginal Art Collection, and Women's Center ○ \$10,000 - \$24,999 gifts to Sorensen Institute, Data Science, and Wise ○ Gifts up to \$24,999 from presidential prospects and/or principal relationship donors; decisions on timing made in collaboration with PRD Office
Planned Gifts	Gift level: \$50,000 - \$249,999 <i>Includes expectancies, realized bequests, and deferred gifts</i>
Omits, per partner request	All contributions allocated to Law; the Jefferson Scholars Foundation; Madison House; UVA Health (School of Medicine, Medical Center, UVA Children's, and Cancer allocations); Virginia Humanities; former faculty and staff when the gift(s) are below the regular thresholds; and the Virginia Film Festival.

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The Virginia Fund, UVA's named annual fund, takes the place of the President's Fund for Excellence and the Greatest Need Fund. The Virginia Fund Acknowledgement Program has two main goals: 1) to convey to donors, who would not otherwise receive a letter per the above thresholds, the impact their investment has on advancing UVA's core priorities, and 2) to curate a high-touch experience for our top Virginia Fund donors, acknowledging their partnership in upholding the University's mission.

Acknowledgements are drafted weekly by Paige Kostanecki and reviewed by Donor Relations. Donors who have current email addresses in Advance receive their acknowledgement via an alias email [Mark_Luellen@virginia.edu] that is monitored by the Donor Relations team. Donors who do not have a current email address receive a physical letter, hand-signed by Mark.

The Virginia Fund Acknowledgement Program: Proposal

President Jim Ryan	Gift level: \$5,000+
Vice President of Advancement, Mark Luellen	Gift level: \$1,000 - \$4,999