



AS Departmental Request Form

(Gala Example)

Event/Communication Name	<u>White Diamond Gala</u>
Responsible Department	<u>Principal Gifts</u>
Lead	<u>Echo</u>
Co-Lead	<u>Foxtrot</u>
Deciding VP	<u>Alpha</u>
AS intake staff	<u>Delta</u>
AS intake date	<u>5/30/2017</u>
Ticket Number	<u>18-22</u>
Event/Solicitation ID	<u>EMG1801</u>
default fund	<u>57423 - General Scholarship Fund, 99999 - Holding Fund</u>
Appeal ID	<u>MG1801</u>
named solicitors	<u>only by actual ask - no defaults</u>
event description	<u>Gala Dinner and Dance with live auction</u>
event date	<u>12/15/2017</u>
Invitation/Communication	
drop date	<u>9/15/2017 & 10/15/17</u>
Communication type	<u>STD & Invite-snail mail only/PRM Invites</u>
Add/Sal	<u>Formal Joint</u>
Segmentation:	
Constituencies	<u>Any that apply (see note)</u>
Solicitation Codes	
to exclude	<u>DNC, DNI, DNS</u>
to include	<u>BOD, CORPS, FNDS, identified planned giving prospects</u>
Item Price	<u>\$500 each/\$750 cpl</u>
Item Description	<u>per plate</u>
item benefit (Y/N)	<u>yes</u>

<p>special instructions (ie. To mailing house, etc): Sponsorships expected all donors of \$1,000 or more in FY15-present (SC included) not cumulative BOD & PG prospects invited irregardless of giving level</p>
