

CEAS COMMUNICATIONS SCHEDULE

January 2009

Publications

Foresight	Alumni and Friends	November, March, August
Biennial Report	Alumni and Friends	Even years
Brochures, etc.	Various targets	As needed
Other:		
UWyo Magazine	Alumni and Friends	Quarterly by UW Public Relations
Alumnews	Alumni	Quarterly by Alumni Association
Ads	Targeted groups	As needed
Invitations	Targeted groups	As needed

Mailings

Thank you letters	Dean/\$100+ College Annual Fund	Weekly when recorded by Foundation
	Dean/\$250+ anywhere in College	Weekly when recorded by Foundation
	Department/all gifts	Weekly when recorded by Foundation
	CDO/Matching Funds to Donor	Weekly when recorded by Foundation
	CDO/Matching Funds	Annual summary to company
Deceased Card	Dean	Weekly when recorded by Foundation
Dean's Affiliates' Letter	\$500+ Donors (lifetime)	Annually in August
Department Letters	Alumni and Friends	April/May
	Targeted groups	When needed
Event Notices	***see Events below	

Electronic Communications

Dean's Newsletter	Alumni and Friends	Biannually in early fall and spring
Department Newsletter	Alumni and Friends	Annually in late fall
Updated Website		Ongoing – articles updated weekly
Electronic Boards		Ongoing – updated regularly

Phone Calls

Stewardship	Donors	Minimum of once per year
Prospect	Alumni and Friends	As needed
Thankathon	Donors	College Departments in March/April
Other:		
Phonathon	UW Alumni	Foundation in September/October

Visits

Stewardship	Donors over \$250K	Annually
Prospecting	Potential donors over \$250K	As needed

Press

UW Visual Communications	Jim Kearns	Send news items regularly
Newspapers, Radio, TV	WY, CO, NE, MT, ID, UT	Establish contacts and send news regularly

Events

National Advisory Board Meetings		Biannually in fall and spring
Homecoming		Annually in October
H.T. Person Lecture		
Hall of Fame Banquet		
Tailgate and Game		
Art Gala Hosted Table(s)		Annually in November
Petroleum Engineering Roundtable		Annually in fall
Senior Design Symposium		Annually in December
Wyoming Engineering Society UW Alumni Reception		Annually at convention in early February
Tau Beta Pi Honors Banquet		Annually in April
Research Day		Annually in May
Departmental Conferences (SPE, SER events, WY events)		As needed
Hosted President's Tailgate / Games		As needed
Hosted Events in Target Cities		As needed
WY On The Road (WOTR)	Alumni & Friends of UW	Multiple throughout year - put on by UWNA