



INTRODUCTION



Table of Contents

THE ROLE OF ANNUAL GIVING

Page 2

MAKING THE CALL

Page 5

CALLING TIPS THAT BRING SUCCESS

Page 7

DEALING WITH OBJECTIONS

Page 8

COMPLETING THE CONTACT CARD

Page 13

GLOSSARY OF FUNDRAISING TERMS

Page 15

Thank you for volunteering to help by encouraging other Techers to support the Institute. Annual giving is tremendously important to Caltech. Annual gifts touch every area of the Institute, providing the resources needed for operating expenses such as financial aid, information technology, and state-of-the-art laboratory equipment. In recent years, Caltech's annual giving has increased because of the work of volunteers. Whether you're calling a parent, a fellow undergraduate or graduate alum, or a friend, the personal contact you make has proven to be a powerful solicitation approach. The work you are about to undertake will be fundamental to the Institute's fiscal needs.

Our hope is that this guide will meet the needs of experienced and novice fundraising volunteers alike with straightforward instructions and helpful hints. Good luck, HAVE FUN, and please don't hesitate to ask your Alumni Fund staff contact for help—that's why we're here!

Why are the Alumni Fund and annual giving so important to the Institute this year? Like many universities today, we're facing increased pressure on our operating budget. The costs of operating a world-class educational and research institution like Caltech are continually rising. In fact, over the years, the goods and services calculated in the Higher Education Price Index have typically risen faster than those in the Consumer Price Index. At the same time, many traditional funding resources are no longer reliable, and competition for those funds is increasing.

While we're making every effort to control costs and streamline operations, we will need to rely more heavily on annual giving in order to offset growing financial needs in the future. Your time and effort as a volunteer will go a long way toward increasing yearly gifts to the Alumni Fund and helping the Institute maintain a balanced budget.

THE ROLE OF ANNUAL GIVING



What you should know about annual giving at Caltech

Each year, thousands of loyal alumni, parents, friends, corporations, and foundations make annual gifts to the Institute. This section of the guide is designed to help you understand how the Alumni Fund and annual giving program fit into overall fundraising efforts and with the “There’s only one. Caltech” campaign.

Why do people give money to the Institute?

Most people give because they have a relationship with Caltech. Letters to our constituents aren’t very effective because they don’t build relationships. But a personal contact from a peer is interactive: You can ask a peer to join you, because you have made a philanthropic contribution yourself. You can present specific and compelling reasons for the contribution, and you can adapt these reasons to each prospect you contact.

That’s why it’s important to listen to the people you are asking for gifts. When you make a contact, find out how the person feels about the Institute and what interests him or her. This information is helpful for Caltech to have and it tells you how to make the appeal. You’ll find that most people aren’t strangers to the Institute and that most have a record of strong support. Like you, they have some kind of connection to the campus. And they will usually give for one of the following reasons:

- They believe in Caltech’s mission.
- They’re interested in a specific program.
- They’re involved at the Institute.
- They want to give back.
- You asked.
- You have influenced them with your own commitment.

What is “annual giving” at Caltech?

Annual giving is a broad term for programs that reach out to all Institute constituents —alumni, parents, friends, corporations, and foundations—and encourage gifts for current use each year. Gifts to the Alumni Fund are annual gifts and the vehicle through which the greatest number of constituents support the Institute. These gifts are used to help fund operating expenses and are used during the fiscal year in which they are donated. Gifts through the Alumni Fund are an important part of annual giving at Caltech.

What is the purpose of annual giving?

The purpose of annual giving is to increase the involvement and financial support of alumni, parents, friends, corporations, and foundations on a consistent, yearly basis. These gifts provide vitally needed resources for academic programs, scholarships, lab equipment and computers, visiting scholars, and much more. Annual gifts constrain increases in tuition and fees, helping to make a Caltech education more affordable.

How are annual giving fundraising programs organized?

Caltech's Alumni Fund and other annual giving programs are organized and directed by staff in the Office of Annual and Special Gifts, part of the Development and Alumni Relations department. Annual gifts are solicited in many ways, including through the Student Calling Program, direct mail requests, one-on-one solicitations by staff, and telephone and personal solicitations by volunteers.

The following volunteer groups work directly with the Annual Giving staff:

- Caltech Annual Fund Advisory Council
- Class Gift Committees
- Graduate Option Committees
- Graduates of the Last Decade

What is an “unrestricted” gift, and why is it so important?

Unrestricted annual gifts are given without limitations on their use. Designated gifts, on the other hand, are earmarked for specific purposes, such as a single academic program or department. Although Caltech needs both kinds of annual gifts, unrestricted gifts are particularly important because they allow the funds to be used where most needed. Examples of uses for unrestricted gifts might be student aid, faculty salaries, laboratory or building renovations, operating expenses, discovery funds that enable divisions to take advantage of unexpected research opportunities, or the purchase of computers, books, collections, supplies, or equipment. Unrestricted gifts reduce our dependency on tuition and federal grant revenue and provide Caltech with vital resources that impact every area of the university during a time of increased fiscal pressure and restraints.

Is there a minimum level for annual gifts?

There is no minimum. No gift is too small, all gifts count, and all are important—each year and every year.

Do company matching gifts count toward donor recognition?

Yes. Corporate matching gifts are credited with donors' gifts and count toward membership in Caltech's recognition programs (see page 4, top).

What choices do donors have in designating their annual gifts?

Following are six primary ways that annual gifts can be designated:

- Caltech Alumni Fund
- Undergraduate scholarships
- Caltech Parents Fund
- Graduate fellowships
- Friends of the Caltech Libraries
- Student Life

What recognition programs exist?

Recognition programs acknowledge the significant contributions of donors and are an important component of Caltech's annual giving. Following are the Institute's donor recognition levels for gifts in a single fiscal year:

<i>President's Circle</i>	\$10,000+	<i>Hale</i>	\$600–\$1,249
<i>Provost's Circle</i>	\$5,000–\$9,999	<i>Noyes</i>	\$300–\$599
<i>Caltech Associates</i>	\$3,000–\$4,999	<i>Millikan</i>	\$150–\$299
<i>Throop</i>	\$1,250–\$2,999	<i>Donor</i>	\$1–\$149

In addition, the 1891 Society recognizes generous benefactors who contribute to the Institute five years in a row.

What are the dollar goals and priorities for the "There's only one. Caltech" campaign?

The total campaign goal is \$1.4 billion, which includes \$100 million in annual current-use support, \$920 million in endowment and research support gifts, and \$300 million for facilities construction, renovation, and maintenance.

How do the Alumni Fund and annual giving fit into the "There's only one. Caltech" campaign?

The Institute's annual giving programs are an integral part of the campaign and are expected to generate a substantial portion of the \$100 million in unrestricted support that is projected. Significant growth in annual giving dollars throughout the life of the campaign will generate a new and dependable source of annual income for Caltech.

What gifts count toward the overall campaign goal? Toward the annual giving goal?

All gifts and pledge commitments (up to five years) made from October 1, 2002, until the end of the campaign, December 31, 2007, will count toward the overall goal. That means all annual gifts, including all Alumni Fund and other annual giving designations mentioned above, will count toward the campaign's annual giving total.

If I make a large campaign gift, should it include an annual gift each year?

Yes! We know that many donors will want to make a significant personal gift of a restricted nature as part of the "There's only one. Caltech" campaign, but we also encourage these donors to continue their annual unrestricted support. The first and foremost priority for every campaign donor should be an annual gift. Those individuals who are capable of giving in addition to their annual support will be encouraged to make a capital gift for endowment or facilities.

Since my current gift is a gift to the campaign, will I be asked again next year?

Yes. We hope most alumni, parents, and friends will consider a special gift to support the campaign's priorities and that in addition, all alumni and friends will participate each year of the campaign and beyond with a yearly gift to the Alumni Fund or other annual giving designation of their choice. Every gift given—every year—matters, helping to build a consistent funding stream for the Institute.



1. Ask for the prospect.

If you do not know the prospect personally, use the person's full name.

2. If the prospect is unavailable, ask if there is another time when you can speak.

If you get a wrong number, attempt to find out new information. Google and other online search engines are invaluable tools in this respect.

3. Introduce yourself.

If you do not know the prospect, explain your affiliation with Caltech. If you reached the prospect at a bad time, make an appointment for a preferred time.

4. Give the reason you're calling.

"I'm calling you to bring you up to date on Caltech and to discuss opportunities for your involvement in this year's Alumni Fund effort."

5. Verify prospect records.

Check the entire address, including apartment number and zip code.

Respond appropriately to what you hear. Congratulate the prospect on any new, positive developments in his/her life and record the information on the contact card.

6. Ask for comments and establish rapport.

Listen to what the prospect tells you. Pick up on cues and refer to them later in the conversation.

7. Make a transition to the ask.

The transition should sound as if you've been listening and have understood what the prospect has said: "Well, it sounds as if you really made some connections here at Caltech that play an important part in your life today."

8. Thank the prospect for past support (if appropriate).

"The campus appreciates the support it receives from donors like you and me. Annual contributions have a direct impact on the quality and breadth of a Caltech education. Students in particular directly benefit from the resources and programs provided by gifts such as yours."

9. Make the case.

"Our support is critical for Caltech to continue its excellence in teaching and providing enriching programs for students. Caltech needs gifts from us to continue as a national leader in higher education."

10. Ask for the gift.

- "I'd like to ask you to consider a pledge of \$___, designated to ___."
- Ask for a specific amount.
- Ask if the prospect would like to become a member of a giving club or higher giving club.

11. Be quiet and wait for the answer.

- THE PROSPECT SAYS "YES": Say thank you.
- THE PROSPECT SAYS "NO": Negotiate.
- THE PROSPECT STILL SAYS "NO": Emphasize the reasons for the ask and negotiate the next, lower gift level.
- THE PROSPECT SAYS NO AFTER YOU DROP THE ASK AMOUNT: Emphasize participation.
- AN ABSOLUTE "NO": Thank the prospect for his/her time and ask if you can mail a pledge card and information in case they decide to give in the future.

12. Ask about matching gifts.

Many companies match gifts from employees and their spouses, board members, and retirees. Matching gifts at Caltech count toward gift club levels. For the Institute to receive matching gifts, employees usually must fill out forms from their employers and send them to Caltech along with their gifts. At some companies, employees must call a special matching gift telephone number. This information is usually available at companies' personnel offices.

13. Summarize your conversation and confirm the pledge.

- Confirm the pledge amount, designations, and payment details before closing the call. Find out when the prospect would like to be reminded about his/her pledge.
- Ask the prospect where s/he would like to designate the gift (see page 3, bottom).

14. Thank the prospect and wrap up the conversation.

15. Let the prospect hang up first.

It's better to listen until you're sure that the call is really over.

CALLING TIPS THAT BRING SUCCESS



A few do's and don'ts to help your contacts go smoothly

- DO read the prospect information before you place the call. Know the person's affiliations and giving history.
- DO know how to pronounce the prospect's name.
- DO find out what you and the prospect have in common.
- DO be confident in yourself and in the Institute.
- DO smile when you speak.
- DO use the prospect's proper title.
- DO be aware of your rate of speech.
- DO use the script as a guide, but don't read it.
- DO use motivational words such as: Will you help me? Thank you. Congratulations! Please. You were very kind to... Contribute. Participate. Join. Growth. I understand. Enhance. Comfortable.
- DO use words that probe, such as: What is your opinion? What do you think? Can you illustrate...? What do you consider...? How do you feel about...? What happened then? What were the circumstances?
- DON'T get too far off track. Stick to the purpose of the call.
- DON'T jump to conclusions. Let the prospect speak.
- DON'T make up answers. If you don't know something, refer them to your staff contact person.
- DON'T give controversial opinions or lend credence to a prospect's negative perceptions of the campus. You are representing the Institute.
- DON'T use unproductive comments.
- DON'T ever apologize for asking prospects to support Caltech.
- DON'T use words that irritate, such as: Understand? Get the point? See what I mean? You don't say! But honestly now! Not really? Don't you know...? I'll tell you what. Now, look. I, me, mine, my. No problem.
- DON'T use negative words such as: Smaller amount. Price. Donate. Resolicit. Send you a bill. Lesser amount.

DEALING WITH OBJECTIONS



For every reason not to give, there's a more compelling reason to give.

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Unspecified Objections

"I'm not interested!"

- "May I ask why? Are you not happy with Caltech? If so, we'd like to know."
- "Even if you're not interested, I'd still like to tell you about what's happening at Caltech and let you know why we're calling, in case you can help in the future."
- "I'd just like to take a few minutes to update you on the latest developments on campus. Have you heard about ... "
- *For younger alumni:* "I can understand it might be hard for you to get involved this year since you graduated recently and probably have a lot going on in your life. The reason we contact younger alumni is because you know better than most older alumni what could be improved on campus. The strength of Caltech has a big impact on your degree's reputation and marketability. That's why a lot of younger alumni are getting involved with a gift of \$___. How does that sound to you?"
- *For older alumni:* "I can understand. I imagine a lot of alumni who have been away from campus a while may have lost contact with it somewhat. That's why I'm calling. We're working harder to keep in touch with all our alumni, let them know what's happening here, and see if it's possible to get them involved again."

"I'm Already Giving" Objections

"I already gave!"

- "Wonderful. Sometimes our solicitation efforts overlap or cross in the mail. I apologize for contacting you again. Thank you for your support."
- "We don't show you as being a contributor to this year's fund. Can you tell me when you made your gift and the amount so that I can be sure we received it?"
- Check whether the gift was made between October 1 and September 30 of the current fundraising year. If it wasn't, explain: "We're in a new fiscal year now and would like to encourage your renewed participation in the latest fund. Would you be willing to consider a pledge of \$___?"

"I only give during my class reunion year!"

- "We really appreciate your support during your reunion year, but our ongoing programs need your help between reunions. Can we count on your gift of \$__ this year?"

"I gave last year."

- "That's all the more reason why we're counting on you this year. Your contributions are greatly needed. Would you continue your support with a gift of \$__?"

"I'm also an alumnus/ alumna of _____."**"I give to _____."****"My children attend _____ and that's where we currently contribute."**

- "That's a fine institution, and supporting it is important. Perhaps you might consider including Caltech in your giving this year as well."
- "I'm glad to hear that you support other worthwhile causes. We certainly don't want to take your support away from them. But perhaps you could also include Caltech, at any level, in your contributions for the year."

"I give every year. Why don't you ask those who never give?"

- "We do ask alumni who haven't given before, and we get new donors every year. At the same time, we depend on past donors like you to help with our increased need for support. Would you be able to continue your support this year with a gift of \$__?"

"I give through the mail every year, so why are you calling me?"

- "Many alumni like the personal touch of a call, and we enjoy talking to you and thanking you for helping make our experience at this campus so great. If I can record a pledge for you today, I'll send a confirmation in the mail and you can send in your gift as you like."

"I Can't Afford It" Objections**"I can't afford to give because of [illness/birth/retirement/wedding/new house/etc.]"**

- *Congratulate the person if the reason is good; empathize if bad.*
- "I understand what you mean. I can see how you'd have other commitments and priorities right now, and how that would affect the way you think about giving to the campus this year. The most important thing is to (get/stay) involved. A gift of even \$__ would have a great deal of impact and would (get/keep) you involved. How does a gift at that level sound to you?"
- "Any amount you could give would be greatly appreciated. We're concentrating our efforts tonight on increasing alumni participation, regardless of gift size. May we count on a pledge of \$__?"
- "Every gift to the Alumni Fund is valued very highly. We hope you will contribute this year, even if it's not as much as you'd like. Can we count on you for a pledge of \$__?"

"I'm in graduate school and barely scraping by myself!"

- "Education today at any level is very expensive, and I certainly understand your position. Would you consider a smaller gift of \$__ to show your support?"
- "Where are you going? A lot of alumni I've talked to seem to agree that it takes a good undergraduate program to get you into a worthwhile graduate school, and that's what we're trying to do—provide students at this campus with a quality education. That's why your support is important to us. You can make that possible. With that in mind, how does a gift of \$__ sound?"

"I'm still paying off my student loans!"

- "I certainly understand your situation. Education today is very expensive. Would you be willing to help other students have the same opportunities you've had with a gift tonight of \$__?"

"I'm unemployed!"

- "I certainly understand your situation. Fund raising is only part of the reason for my call tonight. I'd also like to update our alumni records and tell you about the achievements on campus in the past year." (Also provide information on alumni career services.)

“The amount I can give is so small it probably wouldn’t help you much.”

- “Every contribution to the campus is important and very much appreciated. Your pride in the institution shows in the fact that you’re contributing, and that’s what helps keep our programs strong. Also, the alumni participation rate is an important indicator to companies and foundations that are considering gifts to the campus.”

“How dare you ask me for \$__!”

- “I understand \$__ is a significant gift. But some alumni can consider a gift at that level, and we never really know unless we ask. But the most important thing is to find something you’re comfortable with. Now, I don’t want to assume too much, but how does a gift of \$__ sound?”

“I have children in college.”

- “That’s great! Where do they go? How do they enjoy it? I can understand if those commitments are a priority for you right now. However, your participation is important to us. A more moderate gift, say \$__, may be better for you and would still help us out a lot. How does that sound?”

“Leave Me Alone” Objections**“If I give tonight, will I stop getting all those letters from your office?”****“I hear from you guys every week!”**

- “You may have received annual fund information in the mail along with other communications from your specific program or school. I do appreciate your concern. If you choose to make a pledge tonight, you shouldn’t receive any more Alumni Fund appeals until next year. Would you be willing to make a pledge this evening of \$__?”

“The only time I hear from you is when you want money.”

- “The campus tries to stay in touch with alumni throughout the year with newsletters and other mailings. Are you receiving *Caltech News* or *Engineering & Science*?”
- “The annual fund program is too important to present by mail alone. That’s why we’re calling to talk with you personally.”

“How did you find me? I wanted to be left alone.”

- “We try to keep track of our alumni so we can keep them informed of the campus’s progress. I would be happy to send you the most recent issue of *Caltech News* so you can stay acquainted with your class news and other developments.”

“I didn’t attend Caltech, my ex did. I’m divorced/separated from him/her.”

- “I’m sorry to hear that. Could you give me his/her address and phone number so that we can update our records?”

“I only attended Caltech for a short time.”**“I never graduated.”**

- “Even though you only attended for a short time, we still consider you an [alumnus/alumna] and hope your educational experience here was positive. That’s why I’m asking you for a gift to the Alumni Fund tonight.”

“You’re wasting your time calling me because I will never, ever give.”

- “Well, thank you for being so honest. I’m sorry we won’t be receiving your much-needed support, especially in these trying economic times, but thanks for your time.”

Uncertainty Objections

“I hate phone solicitations.”

“I don’t want to commit to anything over the phone.”

- “I understand, and we would love to have someone come and visit you in person, but with so many alumni and friends we’ve found that the telephone is a good way to stay in contact. The response so far from your fellow alumni has been great. We’d like you to join in the momentum. Would you consider a pledge of \$__?”
- “I can understand that, and I’d be happy to send you additional materials by mail. May I say, however, that a pledge from you tonight would allow us to count you in our totals. When you receive your pledge confirmation form, you can make your final decision about your annual fund gift. Would you be willing to commit to \$__?”

“I want to think it over.”

- “Certainly. We’ll be glad to send you a pledge slip and a return envelope. We’re keeping track of all pledges and I would really like to add your pledge in with the totals I’ll be sending to Caltech. May I record a \$__ pledge in your name? Then if you decide to give more later, when the materials arrive, that would be wonderful.”

“Call back in a few [weeks/months].”

- “I appreciate your desire to support the campus in the near future. Would you be able to pledge \$__ and fulfill the pledge in installments?”

“Just send me a form, I’ll send you something in the mail.”

- “That’s terrific. I really appreciate your interest in the campus. Could you give me some idea of what you might be considering as a gift? Your support is important, and we would really like to count it in our totals. I’d like to put you down for a minimum amount of \$__, and then you could always choose to increase your gift later.”

“Send me more information.”

- “I can try to answer any questions you might have. What would you like to know?”
- “You know, we’ve tried mailings in the past, but found that this approach is much more personal and cost-effective. We’re seeking feedback that we can’t get from a letter. Is there anything I might be able to clear up for you?”

“What’s the Alumni Fund? Where does the money go?”

- “The Alumni Fund is an educational fund that helps maintain and strengthen the campus’s overall academic program.” [Give some specifics: student aid, faculty support, renovations, new academic initiatives, research experiences for students, and the purchase of computers, books, collections, supplies, and equipment.]

“Why are you calling?”

- “I’m calling to update our alumni records and obtain feedback about the campus. I’m also calling to provide information to you regarding this year’s Alumni Fund.”

“I need to discuss this with my [spouse, etc.]”

- “That’s perfectly understandable. Let me suggest something. What a lot of people are doing tonight is committing to something less than what they’re probably going to do overall. I could put you down for, say, \$__, and you can always increase it when you have a chance to talk it over. The important thing is to get you involved tonight.”

Other Objections

“I want to designate my gift to my [department/program/school]!”

- “Certainly. Donors may designate gifts to any specific area of interest—or more than one area. Do you want the entire amount to go to __, or would you consider a portion of it to go for unrestricted use, to be allocated wherever the need is greatest?”

“I worked my way through college. Why can’t students today do that?”

- “Many of our students do work. Unfortunately, their earnings don’t cover the complete costs of attending Caltech.”

“Tuition is so high, how much more money can you need?”

- “Actually, tuition never covers the entire cost of an education at Caltech, or any university. Many people don’t realize that alumni have always supported the Alumni Fund, even when you were attending, to help with the cost of tuition.”

“I don’t like [a professor/administrator/coach]. I won’t give until s/he is gone!”

- “I hear what you’re saying, but do you realize the annual fund primarily helps pay for student-oriented items such as ___? By withholding your support you’re having a much greater effect on the students, not the administration. If you like I can relay your concerns to the appropriate office.”

“I hate Caltech and I’ll never support it!”

“I’m mad at Caltech because . . . ”

- “May I note that and ask someone from the development office to contact you?”
- “I’m sorry to hear of your difficulty. May I forward your concern to that office?”
- “Perhaps your gift might help to make sure other students don’t have this type of problem. Would you like your gift to go directly to ___?”
- “One benefit of alumni/parent input is that we can channel resources to correct such problems. Could you tell me more about what happened so I may relay your concerns to the right office?”
- “I can understand your frustration/disappointment, but I hope you are willing to reconsider a pledge to the Alumni Fund. May I send more information to you?”

“My child wasn’t accepted at Caltech!”

- “I’m sorry that happened, and I understand your disappointment. Was there a particular experience you had during the admissions process that you felt could have been more positive? I’ll relay your concerns to the appropriate office. I hope you’ll be willing to reconsider a pledge to the Alumni Fund. May I send you more detailed information?”
- “I’m sorry your child won’t be able to enjoy Caltech the way you did, but I hope you agree that the Institute is still worthy of your support. I’m sure your child will have a good experience where s/he is. Please don’t let this disappointment take away from your experience at this campus.”
- “I can understand your disappointment. Admission to Caltech has always been very competitive, now more than ever. This year the applicant pool was so exceptional that many deserving students were turned down. The fact that you felt so strongly about your child attending Caltech shows that you greatly value your own experience here. I’d like you to consider supporting the Alumni Fund this year with a gift of \$__ so today’s students can have a similar experience.”

If There’s a Question You Can’t Answer. . .

- “I’m not quite sure about the answer to that. I’ll ask someone from the campus to get back to you.” Don’t try to address problems with guesses or bluffing, and try not to get involved in discussions or debates. Express to the prospect that the complaint is legitimate, clarify any errors of fact that you can, and communicate the complaint to the proper office.

COMPLETING THE CONTACT CARD



Once I've completed the call, what next?

- 1. Complete the Call Results portion of the contact card**
by logging the pledge total, pledge designations (by amount), and corporate match information.
- 2. Note address, phone number, and employer information changes**
in the blank spaces next to the incorrect data.
- 3. Note any news (births, marriages, job highlights, personal news)**
in the Comments portion of the card. Additional information may be recorded on the back of the upper portion of the contact card. We encourage all news.
- 4. Mail each completed card back to Caltech**
(using the self-addressed envelopes included in your packet) by the deadlines established by your chairperson(s).

DO NOT wait until all calls are completed before returning the cards.
- 5. Return cards as you complete the calls**
so that the Institute can keep current with donor giving activity. If you haven't succeeded in reaching a prospect after repeated attempts, return her/his card to Caltech.

PLEASE NOTE that donor information provided to Caltech volunteers is proprietary and considered confidential. Such information may not be used for any purposes other than of university business and fundraising. All donor information must be returned to Caltech upon completion of project or assignment.

Five important steps for filling out the contact card

CALTECH ALUMNIFUND
there's only **one.caltech**

INSTITUTE CONFIDENTIAL

♠ Denotes Matching Gift Company
★ Denotes Preferred Address

PMA
Printed: 10/10/06

Barcode

ID#: 0000012203 APP*Fall*07

Dr. Becky C. Beaver
Gender: F
Nickname: Becky
Spouse: Bucky Beaver ID: 0000012196 BS 1988 EC
California Institute of Technology

HOME ADDRESS
<No previous address of this type available.>

BUSINESS ADDRESS Active
Senior Consultant *Senior Researcher*
California Institute of Technology
Mail Code 5-32
1200 East California Boulevard
Pasadena, California 91125
TZ: PT
Phone: 626-395-6323
FAX: 626-792-0486 *626-395-5889*

REFERENCE ADDRESS
<No previous address of this type available.>

CALTECH DEGREES:
MS 1960 AY
PHD 1963 AY

HOUSE: Fleming

PREFERRED YEAR: 1992
PREFERRED OPTION: Astronomy

CAMPUS ACTIVITIES/HONORS:

Preferred Email
AFund@dar.caltech.edu
Web
http://giving.caltech.edu/ASG/

Giving History
Donor Status: L5-Gave in each of the last 5 years
Last Gift Received: \$150 on 08/14/2006

	Current Use	All Gifts
FY 2007	\$0	\$0
FY 2006	\$150	\$0
FY 2005	\$100	\$0
FY 2004	\$200	\$250
FY 2003	\$75	\$0

Alumni Association: No
Associates Member: No
Torchbearer/Planned Gift: No

Additional notes can be written on the back

after speaking with Prospect

	DATE	CALLER	RESULTS
<input checked="" type="checkbox"/> Will Give* <input type="checkbox"/> Refused <input type="checkbox"/> Already Gave	10/15	A. H.	no answer
<input checked="" type="checkbox"/> Pledged \$ <u>250</u> Payment Date: <u>Dec '06</u>	10/16	A. H.	call back tomorrow
Designation: <u>Alumni Fund</u>	10/17	A. H.	Pledged \$250
<input type="checkbox"/> Matching Gift Amount \$ _____			
Match Company _____			

Will Give* **Refused** **Already Gave**

Matching Gift Amount \$ _____

Match Company _____

**If prospect doesn't specify a pledge amount, enter n/a in the pledge \$ field.*

Left Message Sent E-mail Sent Letter

California Institute of Technology
Mail Code 5-32 Pasadena, California 91125 626-395-6323 626-395-5889 fax http://makeagift.caltech.edu

1. Address/employment changes

2. New information or comments on donor

3. Pledge amount and designations (excluding corporate match)

4. Matching gift (if applicable)

5. Indicate pledge amount and add personal note to donor

THANK YOU FOR YOUR PLEDGE!

Thank you for allocating your 06/07 Alumni Fund Gift to:

Becky,
It was so nice talking with you! Thanks again for your support! -A1

Barcode

APP*Fall*07 Physics, Mathematics and Astronomy

\$ 250 Caltech Alumni Fund
\$ _____ Division Discretionary Fund
\$ _____ Graduate Fellowship Aid
\$ _____ Other: _____

0000012203
Dr. Becky C. Beaver
California Institute of Technology
Mail Code 5-32
1200 East California Boulevard

I have enclosed a matching gift form from _____
 Check enclosed, payable to the Caltech Alumni Fund
 Please charge my credit card: Visa MasterCard AMEX
Card number _____

GLOSSARY OF FUNDRAISING TERMS



alumna One female graduate.

alumnae Two or more female graduates.

alumni Two or more male graduates, or a group of two or more including both genders or in which the gender is unknown.

alumnus One male graduate.

cash/receipt Any single amount or sum amount of the gifts to Caltech from a donor or group of donors within one fiscal year. Cash includes checks, securities, and other forms of gifts given cash value for which receipts have been sent. Cash also includes payments on pledges.

commitment A verbal or documented pledge expected to be received in gift form by the Institute anytime in the near future. A commitment may include a one-year or multiyear projected pledge period.

development A lifelong process of building support based upon a long-term, positive, and mutually beneficial relationship between a donor and a worthy cause.

donor Current donor: Anyone who has made a gift to Caltech in the current fiscal year.
Past donor: Anyone who previously has made a gift, but not in the current fiscal year.

fiscal year (or fund year) Caltech's fiscal/ fundraising year begins October 1 and concludes September 30. The fund year spans two tax years.

gift Any cash, securities, or other contribution for which an official Institute receipt has been issued. Gifts include payments on pledges.

LYBUNT "Last Year But Unfortunately Not This" — any past donor who made a gift during the most recent fiscal year but who has not made a gift or pledge for the current fiscal year.

pledge (or pledge due) Any pledge for which the donor has indicated full payment by the close of the current fiscal year.

SYBUNT "Some Year But Unfortunately Not This" — any past donor who made a gift in the past but who has made no gift or pledge for the current fiscal year.