

2014 Commencement Communication Timeline

		May			June
Audience	Medium/Detail	9	20	Wk of 12th	Wk of 9th
Faculty/Staff Donors*	Print/Thank you ad in the Daily Athenaeum - Special Graduation edition, 1/2 page				
Foundation Partners* (approx. 4,000-5,000)	Electronic/Thank you email with link to WVU Commencement video				
	Print/Thank you notecard				
Scholarship Donors (approx. 1,400)	Electronic/Thank you email, with link to WVU Commencement video				
	Print/Graduation Tabloid** ("Grad Tab," produced by Dominion Post) with hang tag message from WVUF				
	Print/Thank you note from graduating scholarship recipients, w/ cover letter or thank you notecard				
Campaign Volunteers (407)	Electronic/Thank you email, with link to WVU Commencement video				
	Print/Grad Tab with hang tag message				
	Print/Thank you notecard				
Leadership & Principal Gift Prospects (518)	Print/Grad Tab with hang tag message				
	Print/Thank you notecard				
WVUF Board Members (49, includes Emeritus)	Grad tab with hang tag message				
	Thank you notecard				
	(note: WVUF Board will also receive an email from B. Nevin (more of an internal communication), including Commencement video as soon as it is released from WVU)				
<i>*based on YTD giving for FY2014</i>					
**The Dominion Post produces a graduation tabloid (approx. 12"x12" and 24 pages) each year immediately following Commencement weekend. It highlights various Commencement-related stories and images from the weekend.					