



GRINNELL COLLEGE

CFD Appeal Transmittal Form

The Annual Giving Department will process your letter according to the information on this form. We will proofread for grammar and punctuation, review and edit content for accuracy of names and College facts, and format according to the College's style manual.

Part 1: Basic Information (required for all appeals)

CFD Name:

Class:

Please list only one CFD name who will be the primary contact for this appeal.

Sender & Primary Signatory:

Please indicate one name as the sender and primary signatory. This may be a CFD or a classmate other than a CFD who will be authoring the appeal. This name and address will be used for the return address. This name will also be listed first in the closing salutation at the bottom of your appeal, along with secondary signatory/ies, if applicable (see below). If you are sending an email (see Part 3), this name will appear in the "From" field.

Secondary Signatory/ies:

This/these name(s) will appear along with that of the primary signatory at the bottom of the appeal.

Include all of my class's co-CFDs as secondary signatories.

List name(s) only (no signatures)

Or

List name(s) and include electronic signature(s)

I would like to see a final draft of my appeal before it goes out.

I would like my Class Agent(s) to receive a copy of this appeal.

If you check this box, your Class Agent(s) will receive a copy of this appeal, regardless of whether or not they have given in the current fiscal year.

I would like to personally sign my letters.

Check this box only if you would like to personally sign all appeals. Otherwise, we will use the electronic signature of the primary signatory and/or secondary signatory/ies. If you select this option, you will be responsible for signing then mailing the appeals.

If yes, please send my letters to this address:

Please allow three weeks for processing and return.

Part 2: Reply Device and Enclosures (optional)

The reply device included with your appeal will list College funding priorities for the current fiscal year. There will also be an "Other" option and space for recipients to write in fund(s) they wish to support.

I would like a special class fund to be listed on our reply device.

Name of Fund(s):

Ex.: Class of 1964 Endowed Scholarship

I would like to include other enclosures with my appeal (please specify):

Any enclosures should be discussed with your Annual Giving liaison in advance of submission.

Part 3: Email (optional)

I would like to email this appeal to all classmates that can receive email, and for whom the College has a valid email address on file.

Note: You must mail at least one of your two annual appeals. If you emailed your appeal already in the fiscal year, you will need to choose the mail option for your second letter. If we do not have a valid email address, or if a classmate has indicated that they do not wish to receive email, they will still receive a mailed appeal.

Email Address of Sender/Primary Signatory:

The sender will receive all replies, including bounce-backs, to this email address, and is responsible for forwarding invalid email addresses to our office.

Email Subject Line:

Part 4: Segmentation (optional)

The College typically segments CFD appeals so that anyone who has already made a gift this fiscal year is removed from this communication.

If you would like to alter your appeal to include specific messaging for any of the following segments, please indicate those instructions here. Segment-specific language or variable text should be clearly highlighted in your appeal.

I have included variations for the following segments:

A specific message (for example, thank-you, goal update, 2nd ask, multi-year pledge solicitation) for classmates who have already given this fiscal year.

N.B. This option is available to Reunion classes only

A specific message for classmates who support the College every year, or in most years, but haven't yet in this fiscal year (PRIDON, CONDON)

A specific message for classmates who have supported the College in the past, but haven't for a few years (LL2-6)

A specific message for classmates who are long lapsed, or who have never given to Grinnell. (LL7+, NONDON)

Other (please specify):

For Office Use Only

Date Letter Received:

Who Received the Letter? (Name):

Do we have the required electronic signature(s) on file?

Yes.

No. I have contacted the sender to request it/them.

Potential “Best-of” Letter

Recipient/Reader 1:

Reader 2:

Reader 3 (Final Proof):

Before you pass this appeal on to the next reader, please ensure that it is saved in the CFD appeals folder on ADSHARE.