

Connection Score Formula

Criteria	Points
Trustee	10
Alumni board	9
Address	1
Phone, email	4
Social media	2
Groups, awards	3 ea
Student awards, clubs, scholarship, athletics, greek	1 ea
Events	0-10
Attended reunion	2
Volunteer	4
Parent and donor	3
No solicit	-2
No contact	-3
Donor	1
PG Club	5
Years increasing	0-10
Years consecutive	0-10
\$50K in last 5 years	4
\$75K in last 5 years	6
\$100K in last 5 years	8

CONNECTION

Not Connected = Lowest thru 1
 Modestly Connected = 2 thru 6
 Somewhat Connected = 7 thru 12
 Connected = 13 thru 21
 Very Connected = 22+ points

If a constituent meets all criteria listed here, they would have a connection score of 100.

Scoring criteria are not mutually exclusive. For example, if an individual has given \$50,000+ in the last 5 years, they would get points for being a donor, as well as points for \$50K+ gifts (5 points total).

Only living constituents are scored.