# RELATIONSHIP MATRIX

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<th>Prospect</th>
<th>Date/Action/Project ID/Research</th>
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<tr>
<td>Deborah Dale</td>
<td>Jan. 1, 2016 Research Deborah, capacity, affinity for project, is she alum, her partner? Her child? Etc. Utilize linked-in, social media and Foundation/Gift Center for donor history Add to e-blast</td>
<td>On-going E-blast monthly Send periodic updates on news re: area of interest.</td>
<td>Mar 15 Call to schedule lunch/ Discuss Purple Elephant project. Ask for support. Hand-write Thank You letter for a) meeting and b) either making gift or considering gift.</td>
<td>April Call thank again, update on any new developments. Make sure donation is acknowledged by dean or college.</td>
<td>May 15 Send update on Purple Elephant Project</td>
<td>July Sched tour of Purple Elephant Project/Ask for Contribution</td>
<td>Dec. Update send holiday card</td>
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<td>Joe Smith</td>
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<td>Jane Doe</td>
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