

# IPTAY REP



**RETAIN • ENGAGE • PROMOTE**

IPTAY REP TEAM SCORECARDS		
CATEGORY	DESCRIPTION	POINTS EARNED
NEW DOLLARS RAISED	Can be from new donors or current donors raising their annual level.	2 points for every \$1,000 up to \$20,000
		5 points for every \$1,000 above \$20,000
NEW DONORS	Can be completely new or reactivated accounts.	1 point for each new/reactivated membership
		2 points for every new Young Alumni account
RENEWAL %	% of the donors assigned to that REP that join from one year to the next.	2 points if retention is 75% - 89% 5 points if retention is 90% - 100%
ENGAGEMENT SCORE	Collection of REP activity metrics that measure their connection to donors and staff and commitment to their role as an IPTAY REP.	

TYPE OF REP ACTIVITY	DESCRIPTION	POINTS
MONTHLY CONTACT REPORTS	Simple online submit form that will track a REP team's activity.	5 points if submitted by every member of the team
SOCIAL MEDIA	Breaks down to each team member retweeting, liking, ect. a social media post from IPTAY twice a month.	1 point for every 5 posts or shares tagging @IPTAY 1 point for every 5 new Facebook followers
REFERRALS TO IPTAY STAFF	Breaks down to each team member referring annual or major gift prospects.	1 point for each donor referral form submitted
EVENTS HOSTED	These events would be approved by staff and when possible, attended by staff.	1 point for each event attendee 10 point maximum
CONTACT ASSIGNED DONORS	Contact to every donor on assignee list. This can be an email, phone call, thank you card, etc.	1 point for each deliverable
REP MEETING ATTENDANCE	Staff hosted events can count towards this total (REP Day), Clemson centered (watch parties hosted by Clemson Clubs or Prowl & Growl) or can be REP Team meetings. Can be in person or online.	1 point for each meeting attended

For questions or more information, please contact Ellis Johnson at (864)-656-8621 or [mburne2@clemson.edu](mailto:mburne2@clemson.edu).