

# **COWBOY JOE CLUB PRIORITY POINT SYSTEM**

Over the history of the Cowboy Joe Club, fairness and honesty has always been important. However, as we review the historical allocation of donor benefits, there has not been a clearly defined system in place that was easy to track and understand.

Today, with over 4,000 members and expanded methods to provide financial support, it has become critically important to establish a "priority point system" consistent with the mission of the Cowboy Joe Club and dealing with all members in a fair, equitable and consistent manner.

This system, **currently being planned for completion SUMMER/FALL 2007**, is designed to provide a fair, equitable and consistent method to determine the distribution of benefits to all current and future Cowboy Joe members. In reviewing this "priority point system," we must remember our mission of "Memberships Become Scholarships." Our abilities for the University of Wyoming to compete in the Mountain West Conference and on a national level depend on the generosity of our annual stakeholders.

The "priority point system" will be used in the future to allocate parking, away game tickets, bowl game tickets, new or additional season tickets, single home game tickets, basketball conference tournament tickets, "Courtside Cowboy" waiting lists, future football suite and club seat waiting lists, and any other benefits, deemed appropriate by the Cowboy Joe Club Board of Directors.

This system will be based off of four simply definable annual commitments, as well as five additional one-time allocations. Over the next few months, the Cowboy Joe Club office will work diligently to research and recognize all past contributions for all active and former Cowboy Joe Club members and in August, each Cowboy Joe Club account will receive a detailed report of their accounts.

**This system will not affect current season ticket holders and their locations in football, men's basketball or women's basketball; it will be used for new season ticket holders, changes and upgrades. In the future, parking, away game tickets, bowl game tickets, single home game tickets, basketball conference tournament tickets, "Courtside Cowboy" waiting lists, football suite and club seat waiting lists will all use the new system as well.**

This "priority point system" is not unique in the athletic community, although some aspects are unique to the University of Wyoming and the Cowboy Joe Club. Most of our peer institutions have already or are currently adopting this same type of system. Please remember, this system is used to maintain a fair, equitable and consistent manner in dealing with our members, and our ultimate goal of providing scholarships to UW student-athletes.

## **HOW THE POINT SYSTEM AFFECTS YOU...**

**The point system will not affect season ticket holders in renewing their current location, BUT your priority points will be used to determine your request to change or upgrade your 2007 Cowboy Football seat locations.**

**This year, if you renew your season tickets online, Cowboy Joe Club members will be granted 5 bonus priority points (\$500 value).**

# **HOW DOES THE POINT SYSTEM WORK AND WHEN WILL IT START?**

Beginning Late Summer/Early Fall, the Cowboy Joe Club within accordance of its Board of Directors will have completed a transition on all Cowboy Joe Club accounts that will rank them according to several different levels of support. At that time, each and every donor will be sent a detailed report of their individual account according to the established priority point system as well as they will be able to review their account online.

Below are the Board of Director approved categories which will grant Cowboy Joe Club members priority points toward University of Wyoming Athletic benefits.

## **ONE-TIME POINTS EARNED**

- **UW Graduate – 10 points one-time for each degree obtained, maximum 30 points (Must be a CJC member)**
- **UW Student-Athlete Alumni – 25 points one-time for a former UW student-athlete (Must be a CJC member)**
- **UW Faculty/Staff – 10 points one-time for full-time faculty/staff of UW (Must be a CJC member)**
- **Cowboy Joe Club Board of Director – 25 points one-time for a Cowboy Joe Club Board of Director (Must be a CJC member)**
- **Board of Director President – 25 points one-time for a Cowboy Joe Club Board of Director President (Must be a CJC member)**

## **POINTS EARNED ANNUALLY**

- **Lifetime Giving – 1 point for every \$100 contributed to UW Athletics (All past and current gifts to Athletics count)**
- **CJC Membership – 3 points for every consecutive year membership (Minimum \$100 level)**
- **Season Tickets – 1 point for every season ticket purchased consecutively, maximum of 10 points per sport (Within men's basketball, women's basketball and football)**
- **Volunteer Fundraising – 1 point for every NEW CJC member solicited and paid at minimum \$100 level (Begins Cowboy Joe Club Giving Year 2008)**

## **QUESTIONS?**

**REMINDER - ALL DONORS WILL RECEIVE AN ACCOUNT SUMMARY - SUMMER/FALL '07**

We ask you to please review your account summary before calling the Cowboy Joe Club to assure that all opportunities to receive points are granted. Please feel free to call the Cowboy Joe Club office with any disputes.

Please remember, this system is used strictly for rewarding our tremendous supporters who have demonstrated a commitment to the University of Wyoming. We thank you for your support. Go Pokes!

**COWBOY JOE CLUB 307.766.6242**