



What Now?

Stewarding the donors you gained at the end of 2018

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We lead your nonprofit through a thoughtful assessment to align goals with organizational values and create a bold plan of action.



Board CatalystSM

We help you assess, strengthen and energize your board members to meet the challenges of today... and tomorrow.

Agenda

- ✓ Quick overview – why stewardship?
- ✓ Best practices for stewarding donors
- ✓ Connect with different generations
- ✓ The best ways to acknowledge gifts & how to involve your board
- ✓ Making a plan for success
- ✓ Q & A

QUICK OVERVIEW

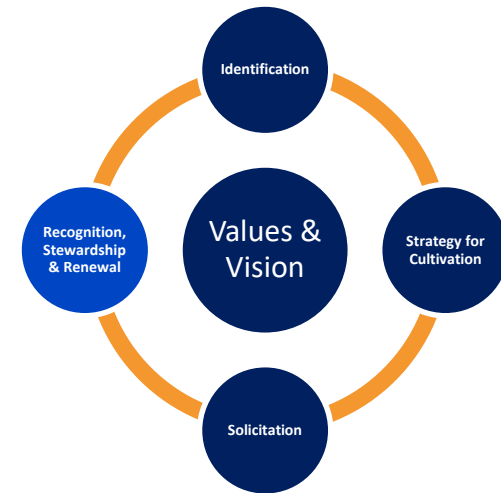
Why Stewardship?

Why Stewardship?

Stewardship

noun stew·ard·ship \ 'stü-ərd-, ship

The conducting, supervising, or managing of something; especially: **the careful and responsible management of something entrusted to one's care.**



(Source: Merriam-Webster's 11th Collegiate Dictionary)

Why Stewardship?



**We want to INCREASE the giving by our donors,
but we have to EARN the next gift!**

Why Stewardship?



#1 It's about having good manners.

But if that's not compelling enough...

#2 It will inspire additional gifts.

Providing you seek to *genuinely* understand more about your prospects/donors.

BEST PRACTICES

Stewardship of Donors

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Donor Centered Fundraising



According to the landmark book, *Donor Centered Fundraising*, Penelope Burk's research reveals that **simple, back-to-basics, and common-sense approaches matter more than anything else.**

Donor Stewardship

The majority of donors say they'd give again **if, after the first gift**, they received:

- 1) Prompt, warm, personalized and meaningful acknowledgment
- 2) Reassurance that their gift will be used as they intended (for a specific purpose)
- 3) Meaningful results about the program they funded

Donor Stewardship

What are the top three reasons donors stop giving?*

- 1) The absence of the above
- 2) Distasteful fundraising tactics
- 3) Over-solicitation

**Source: Donor Centered Fundraising by Penelope Burk*

BEST PRACTICES

Connecting with Different Generations

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Generational Stewardship



Generation Y

- Born 1981 – 1995
(age 18-32 as of 2013)
- Represent 11% of total giving
- 32.8 million donors in the U.S.
- 60% give
- \$481 average annual gift
- 3.3 charities supported



Generation X

- Born 1965 – 1980
(age 33-48 as of 2013)
- Represent 20% of total giving
- 39.5 million donors in the U.S.
- 59% give
- \$732 average annual gift
- 3.9 charities supported



Boomers

- Born 1946 – 1964
(age 49-67 as of 2013)
- Represent 43% of total giving
- 51.0 million donors in the U.S.
- 72% give
- \$1,212 average annual gift
- 4.5 charities supported



Matures

- Born 1945 and earlier
(age 68+ as of 2013)
- Represent 26% of total giving
- 27.1 million donors in the U.S.
- 88% give
- \$1,367 average annual gift
- 6.2 charities supported

- Currently 4 generations actively participating in philanthropy
 - 5 with Gen Z!
- They engage with philanthropy differently
- *How do we steward all 5 generations at once?*

Pay attention to...

- 1) Preferred method of communication
- 2) Why they're involved/their priorities
- 3) How they prefer to give
- 4) Sharing appropriate impact data

The Mature Generation

- Phone calls & mail
- Organizational loyalty
- Give to religion
- Obligation/sense of duty
- Local needs
- Focus on the less fortunate

- Thank via phone and mail
- Continue to send appeals via mail
- Share how their gift is helping your community
- Send impact data through direct mail pieces

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Baby Boomers

- Make gifts at set times
- Almost $\frac{3}{4}$ give
- Like monthly giving
- Interested in finances
- Open to communication
- Give to first responders

- Thank & communicate in multiple ways: use mail, email, & social media
- Share how you're responsibly using donations
- Create giving societies to engage throughout the year

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Gen X

- Give frequently & regularly
- Connect online
- Want to see impact
- Tangible results
- Volunteer & help with fundraising
- Health, animals, and the environment

- Thank & communicate via email and social media
- Share how their gift is making a direct impact
- Make it easy to give online
- Invite to an event, to volunteer, or to be part of a campaign

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Gen Y: Millennials

- Very active in philanthropy
- Engage online
- Peer to peer fundraising
- Text & social media
- Personal causes
- Global footprint
- Impact investments

- Thank & communicate via text, social media
- Focus on gift as an investment in the cause
- Engage in online fundraising campaigns & volunteering
- Web presence must be mobile friendly

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*Learn more about generational giving
during our November 19th webinar!*

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Stewardship Ideas

- Send acknowledgement immediately
- Personalize gift receipts
- Focus thank you letters on the donor and the difference they'll make
- Include quotes from the recipients and beneficiaries
- Host creative donor appreciation events
- Create giving societies with memberships and perks that will build a sense of community and offer recognition
- Send articles and other information of interest to major donors
- Create special volunteer opportunities for donors who want to get more involved

TIPS & TRICKS

Acknowledging gifts AND involving your board

As we learned earlier...

- Acknowledge gifts promptly and personally!
- Focus on their specific gift
- Follow-up with impact results
- Use the donor's preferred method of communication
- Get your board and staff involved!

Gift Acknowledgement Tips & Tricks

- Ask your board to send thank you emails/texts/phone calls
- Have a staff member in the donor's preferred focus area send a thank you
- Create specific acknowledgement for each type of gift
- Make acknowledgement mission-specific
- Don't break the bank!

LAST STEP

Making your own plan!

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Stewardship Examples



7 Steps to Building Your Own Plan

1. Acknowledge new donors ASAP and as personally as possible
2. Try to respond through the same channel they used to reach you
3. Let your stewardship materials tell the stories of those who were helped
4. Use stewardship materials to expand your message beyond the immediate crisis to a description of your larger mission

Stewardship Example



7 Steps to Building Your Own Plan

5. Engage new donors as partners in that mission

6. If you can't provide the same level of stewardship to all constituents, prioritize prospects based on gift size or criteria you establish

7. Prepare your stewardship plan before the disaster strikes

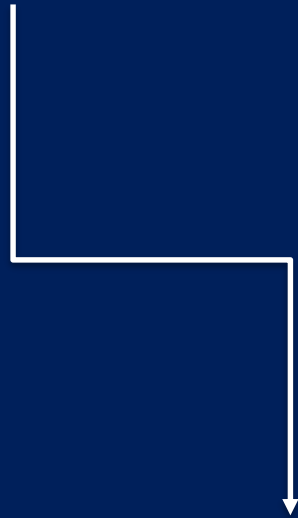
**Blackbaud's "Cultivating Lifelong Donors"*

Stewardship Example



**Earning. Retaining. Inspiring.
Building Relationships.**

Q & A



Thank you!