

# ROUNDTABLE: STEWARDSHIP BEST PRACTICES

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## Encouraging Repeat Performances – The Importance of Stewardship

- Facilitating satisfying donor involvement
- Asking donors for gifts that fulfill their dreams and provide maximum joy
- Showing appreciation for gifts privately and publicly
- Helping donors see the impact of their gifts
- Valuing them beyond their ability to contribute financially

## Giving Donors a Gratifying Gifting Experience

Demonstrate Impact • Meet Expectations • Show Respect

**\* Gratification must be achieved with each gift before a donor will make another gift.**

## 10 Must-Haves for Thank You Letters

*“Your receipt tells me you got my gift. Your thank you letter tells me why it matters.”*

1. Say thank you sincerely – don’t assume people know you appreciate their support.
2. Make it prompt – send thank you letter within 48-72 hours of receiving the gift.
3. Use the donor’s name in the salutation.
4. Reconfirm the purpose of the donor’s investment.
5. Use a real signature & real letter – not a pre-printed card.
6. Add a personal note to the thank you.
7. Include the donor’s year-to-date or accumulative giving amount.
8. Make it clear that the letter is also a tax receipt and include your tax ID number.
9. Include contact information so that the donor can call with questions.
10. Make it personal with a warm and casual tone.

## 10 Ways to Reach Out to Donors

1. Send birthday wishes, holiday greetings, anniversaries, etc.
2. Provide regular updates on your organization’s news.
3. Update on how you used their gift.
4. Ask for advice.
5. Ask them to serve on a committee.
6. Share interesting news items to pass along (i.e. saw this and thought of you).
7. Invite them to go to lunch or meet for coffee.
8. Share a recent success story.
9. Bounce a creative idea off them.
10. Inform them if and when a problem happens, especially before it makes the news.

## Stewardship Online Resources

- Great Acknowledgement Swap -- [donorrelationsguru.com](http://donorrelationsguru.com)
- Penelope Burk -- [burksblog.com](http://burksblog.com)
- Fired Up Fundraising -- [GailPerry.com](http://GailPerry.com)
- Marc Pitman -- [fundraisingcoach.com](http://fundraisingcoach.com)
- [AdvancementResources.org](http://AdvancementResources.org)
- Movie Mondays -- [501videos.com](http://501videos.com)
- [Councilofnonprofits.org](http://Councilofnonprofits.org)