



IDAHO GIVES

MAY 2, 2019

IdahoGives.org
An Idaho Nonprofit Center program

Donor Stewardship

- Stewardship Basics
- Retaining New Donors
- Stewardship Strategies
- Organization Strategies
- Next Steps
- Q & A

What is Stewardship?

- Think of something that you regularly give time or money to
- This could be a company, organization, activity, or membership
- Why do you continue to support this institution? What makes it important to you?
- How do the owners, organizers or leading members foster their relationship with you?
- How do they woo you?

What is Donor Stewardship

- A specific type of donor relations
- Begins once the very first gift is given
- Allows organizations to cultivate long-lasting relationships with donors

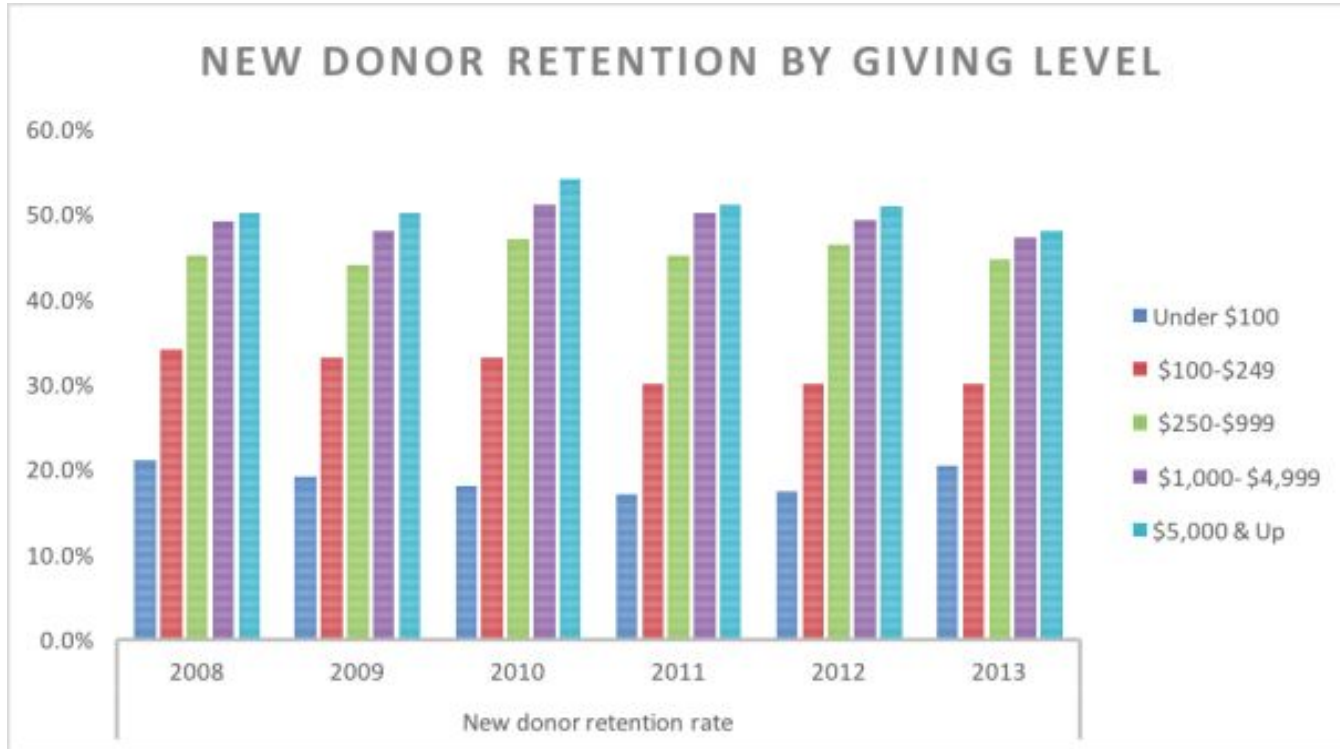
Why is Donor Stewardship Important

- Cultivating relationships with donors creates happiness and loyalty, which will increase the likelihood of seeing repeat donors
- Recurring support does not just come in the form of donations
 - Volunteer opportunities
 - Committee members
 - Board members
 - Testimonials and social media outreach

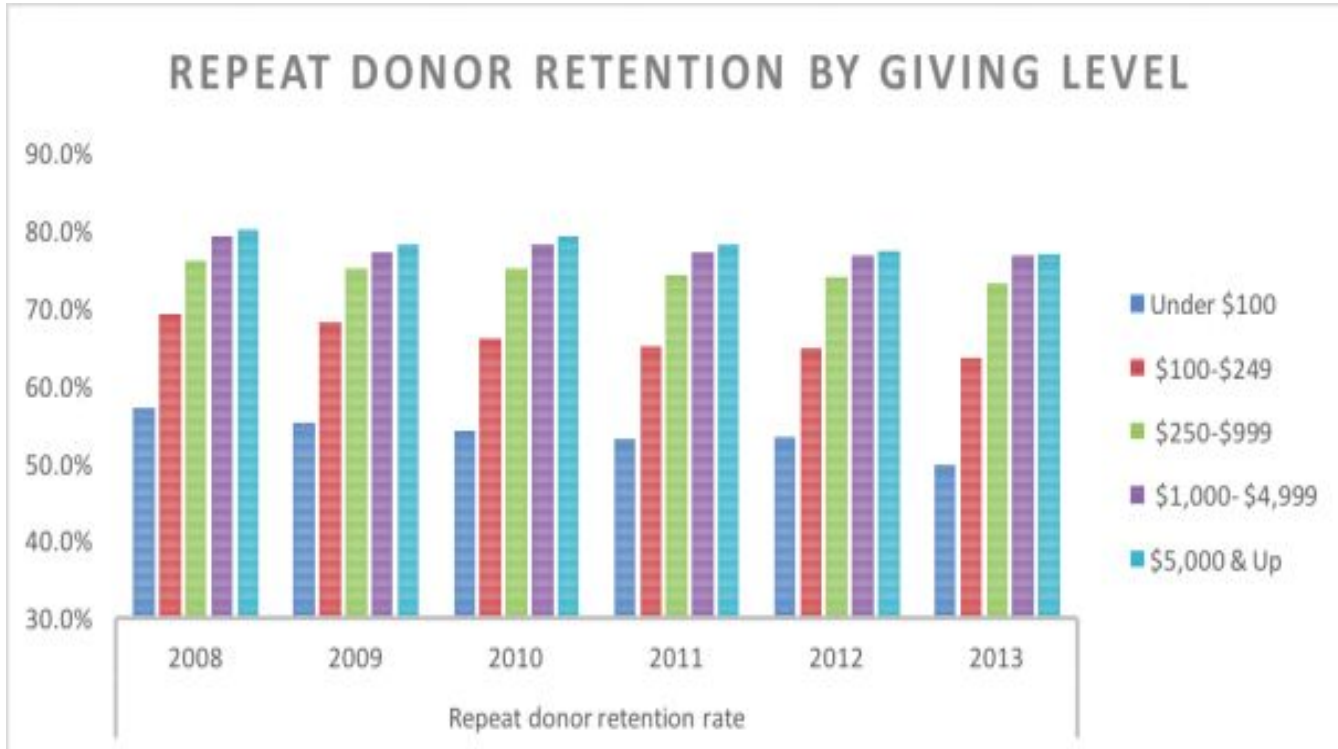
Why is Donor Stewardship Important

- Cost-effective fundraising strategy
 - On average, it costs 3x more to acquire new donors than it does to steward existing donors
 - 81% of first-time donors do not turn into repeat donors
 - 63% of repeat donors remain repeat and recurring donors
- Long term relationships are more effective and can help you to better strategize and maintain your annual fundraising plan

Why is Donor Stewardship Important



Why is Donor Stewardship Important



Defining you organization's strategy

- Revisit or define your goals
 - How can stewardship help with your strategies and planning?
- Set a budget
 - What funds can you allocate to personal snail mail stewardship materials?
- Define your communication plan
 - How often can you reach out?
- Not all donors are treated equally
 - Create separate plans for large, medium, and smaller-scale donors

Successful Stewardship Strategies

- Don't ignore small or first-time donors!
 - Ask what inspired them to make their gift
 - Discover their connection to your cause and use this information to steward them again and again
 - Create personalized opportunities for them to maintain involvement with your organization
 - Email is an easy, fast, and effective way to steward donors who don't warrant major gift prospecting right away.

Successful Stewardship Strategies

- Provide an opportunity for donors to be involved in something that sparks passion
 - Invite them to be a part of your mission with specific calls to action
 - Use your Newsletter to offer opportunities to get involved
 - Learn what interests individual donors and work on developing a targeted stewardship plan specific to their values

Successful Stewardship Strategies

- Offer regular opportunities for donor delight!
 - Not every communication should be an ask. Instead, take time to thank them and offer them information about your organization unconnected to your fundraising needs.
 - Make your relationship special by sending birthday and holiday cards
 - Build donor delight into your social media strategies by featuring supporter spotlights

Successful Stewardship Strategies

- Examples of delight
 - Supporter picnic
 - Handwritten thank you cards
 - Invite donors to serve on committees
 - Publicly acknowledge your donors on social media or in your newsletter
 - Send donors updates on specific projects their donations helped to fund
 - Brunches or Luncheons for donors
 - Round tables for donors to present ideas to your board or other decision-making committees

Roles and Responsibilities

- Designate someone to be responsible for carrying out the overall stewardship strategy for your organization
- Engage you Board!
 - Put board members in charge of leveraging their connections to acquire new donors
 - Assign them the task of thanking and stewarding donors
 - Leverage the strengths your board has in the community that make them an asset to your organization

Utilize Donor Data

- Organize your donor database
- Determine how best to measure your results
 - Think about metrics in relation to your goals
 - Surveys, website usage statistics, donor tracking
- Schedule periodic retrospectives
 - Adjust and adapt these debrief strategies to fit your initiatives and goals

Acknowledge your Donors

- Send timely thank you's, regardless of the size of the gift
 - Provide receipts that contain all information needed for tax purposes.
 - Add a personal touch to your receipt
- Make donors feel important
- Have those who directly benefited from the gift also thank the donor
- Be consistent!

Manage Expectations

- Reassure donors that their gift is being invested in ways that are in line to your mission and their expectations
- Demonstrate concretely how their funds will be used
- Communicate your goals and objectives with your donors and how their contribution will help you meet these goals

- Take time between this gift and your next ask
- In between asks, get donors involved in your mission and objectives
- Ask donors for feedback about your organization and input on your strategy and objectives
- Leverage your donor database



Utilizing GiveGab for Donor Stewardship

- Instantaneous Thank you for Donor Delight
- Peer-to-Peer Toolkit allows Fundraising Champions to participate in Stewardship with ease
- We now automatically collect addresses and phone numbers, so you can add personal thank yous over the mail after Idaho Gives.



IDAHO GIVES Your Next Steps

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Registration will open
January 2020

Until then..

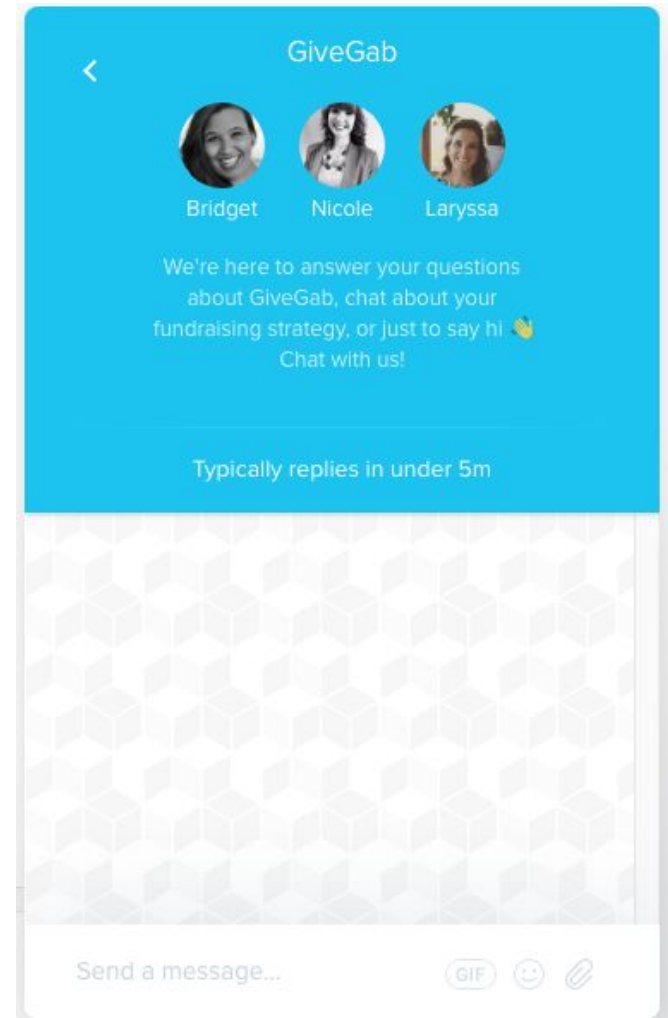
Idahononprofits.org

- Trainings page
- September 4-6th nonprofit conference



What support is available?

- Visit Our Help Center:
<https://support.givegab.com/>
- Send us an email at:
customersuccess@givegab.com
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand
 - Look for the little blue chat bubble!



Questions?



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