

A HAPPY DONOR IS A **THANKED DONOR**



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Director of Fundraising
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*Community Health
Network Foundation*

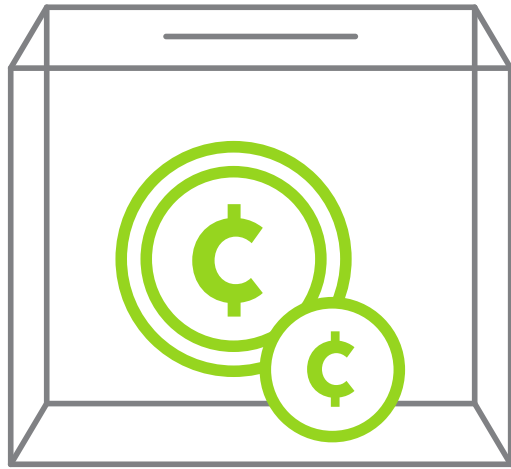


ACHIEVE

AGENDA

- Donor Journey
- Donor Stewardship
- Examples
- Questions

DONOR JOURNEY

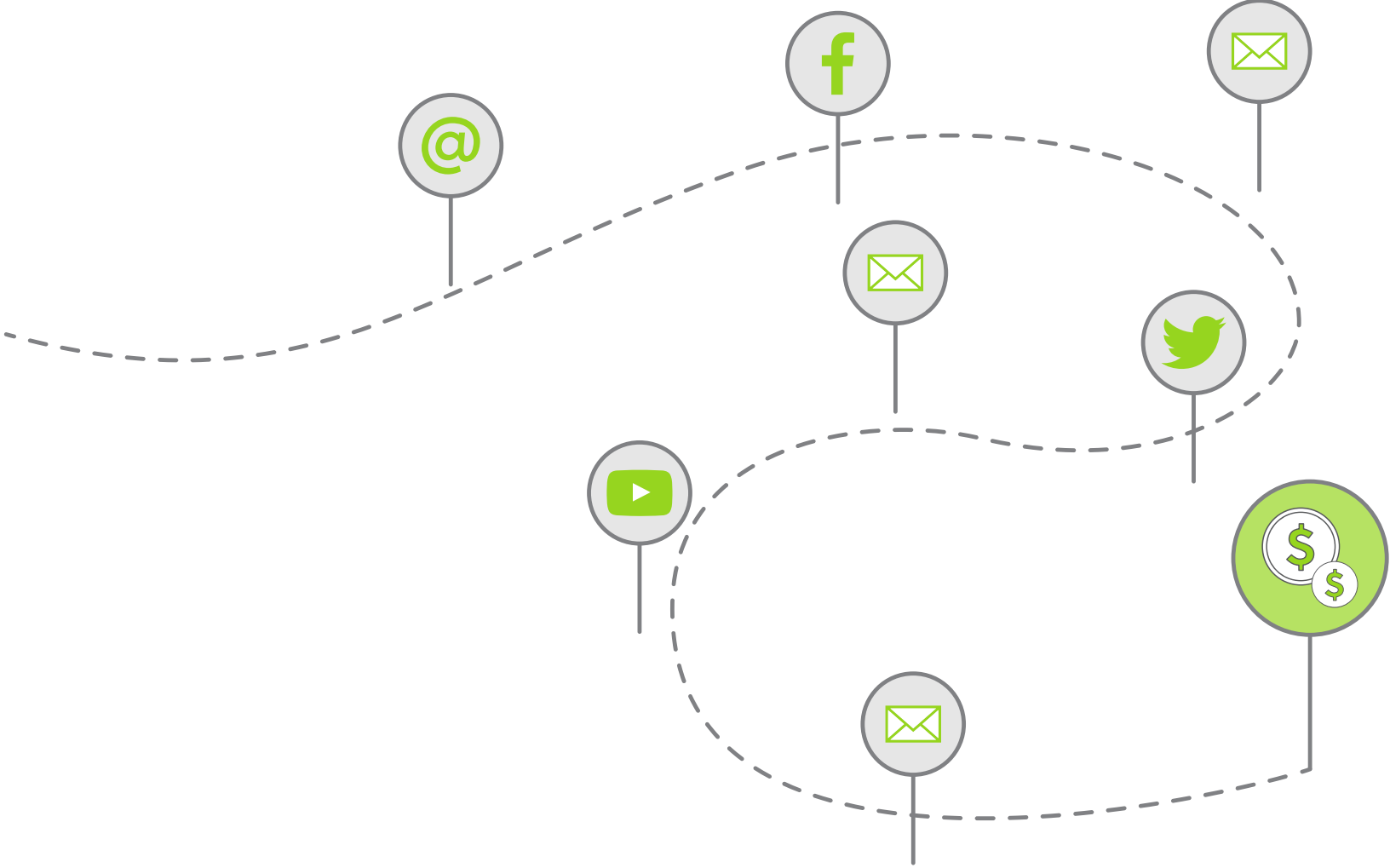


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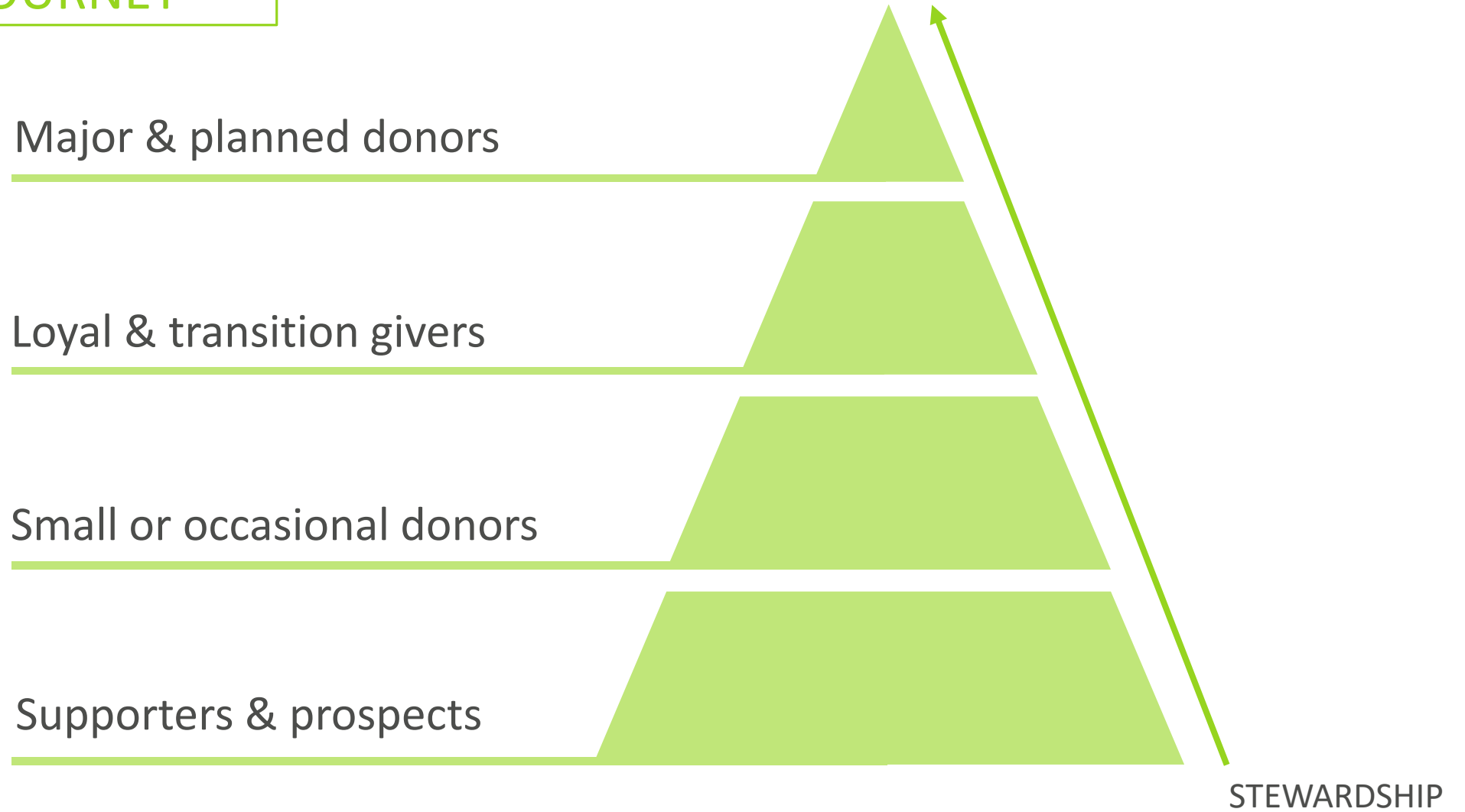
Concept:

Creating a donor journey based on lifecycles and personal commitments.

DONOR JOURNEY



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Blackbaud's "Cultivating Lifelong Donors: Stewardship and the Fundraising Pyramid"

**DONOR
STEWARDSHIP
BEGINS NOW**

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- A successful campaign is dependent upon the pre-work
- People give to help a person not a crowd
- Position the individual giver as the hero
- People need to warm up to giving – thank them before asking

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What happens when someone makes a gift?

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- Identify your digital ambassadors

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Day before:

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Day of:

- Activate social library with current stats
- Mid-day thank you and update on social channels

GREAT GIVE: 3 DAYS OF FULL-COURT PRESS

Day after:

- Thank you email to all donors with final stats and stories
- Thank you graphics across all channels

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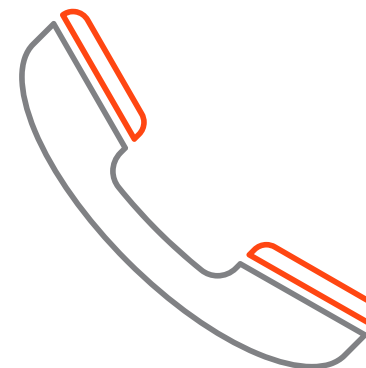
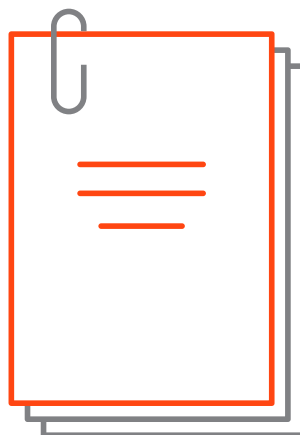
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Weeks after:

Your dollars at work, thank you series (focus on beneficiary stories)

- 3 weeks
- 6 weeks
- 6 months

EXAMPLES



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Stewardship Plan

	Gift Letter	Signed Note	Phone Call	Newsletter	Event Invitation or Tour	1:1 Meeting
Gifts up to \$100	April 30	May 7		June 1		
Gifts up to \$500	April 30	May 7	May 7	June 1		
Gifts up to \$1,000	April 30	May 7	May 7	June 1	June 15	July 15
Gifts over \$1,000	April 30	May 7	May 7	June 1	June 15	July 15

EXAMPLES

Your support will provide 148 cancer patients financial aid for food, medicine, and gas.

Thank you for making a gift to support Community Health Network's Oncology Patient Assistance Fund! This vital resource provides \$250 vouchers to cancer patients who are struggling financially—a stress they don't need while fighting the biggest battle of their lives.

Take a moment to [view this short video](#) to see how your generosity is impacting the lives of Community's cancer patients and their families.

Learn more about [the Faces of The Giving Gig](#)—cancer patients whose lives have been impacted by the compassion of friends like you.

Show your support by [becoming a Superhero Sidekick](#) now!

HEROES 
FOUNDATION

Select an Amount

\$

Designation

Make your gift recurring

Contact information

First Name *

Last Name *

Mobile Number *




Email *


EXAMPLES



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THE IMPACT OF PHILANTHROPY

<p>Grand opening of the Shelbourne Knee Center on Community Westview Hospital campus</p> 	<p>Free health screenings for 1,500 individuals at the INShape Black and Minority Health Fair</p>	<p>A new telemetry system for Community Hospital South, enhancing safety features for patients and staff</p>	 <p>Technology-enabled home exercise program for physical therapy and rehab patients</p>	<p>Training and education for staff and clinical teams, empowering them to be valuable change agents</p>
<p>Funding for Serve360°, allowing nearly 2,000 employees to volunteer in local communities</p>	<p>16 Memories Matter projects, allowing hospice families a free opportunity to capture lasting memories</p>	<p>Clothes, shoes and amenities for discharged patients in need</p> 	<p>Prescription drug cost savings for at-risk patients helping them get the care they need</p>	<p>An ADL apartment allowing physical therapy and rehab patients to practice safe mobility in a home-like environment</p>

 Community Health Network

RESOURCES

- [Great Give Nonprofit Toolkit](#)
- [Blackbaud “Cultivating Lifelong Donors: Stewardship and the Fundraising Pyramid”](#)
- [Donor Impact Video](#)

QUESTIONS?

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