

## Stewardship Cheap and Easy With Limited Resources

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When stewardship resources are limited, the best way to approach the challenge is to first determine what **reasonable** goals you have and how those goals can be accomplished. Our goal was to:

- Increase the # donors consistently
- Decrease the # of lapsing donors
- Increase the # of new donors
- Sustain as many new donors as possible
- Build upon our strong loyalty base of donors
- Increase retention rates

The establishment of one consistent effective annual stewardship piece that serves as an honor roll, an annual report and a promotional tool – our annual calendar – has proven to be helpful in achieving these goals. In addition, increased efforts include having students write handwritten notes to new donors. This and other newly established practices (which Barbara Belt addressed in yesterday’s break out session) have helped us achieve many of our goals. The success of these efforts can be measured by our annual retention report:

Fiscal Year	Donor Count	Lapsed Lybunts - consistent decreased	Renewals - consistent increased	3YR Consecutive	4YR Consecutive	5YR Consecutive - consistent increase	Retention Rates - consistent increased	New Donor Retention Rates- consistent increased
2019	3435	1189	2039	326	305	854	61.43%	29.46%
2018	3319	1306	1985	421	224	790	58.40%	27.99%
2017	3399	1397	1959	339	227	732	56.59%	26.94%
2016 – first calendar	3462	1501	1769	328	215	672	52.01%	22.95%
2015	3401	1720	1670	312	206	615	47.65%	18.30%

## Ideas for Cheap and Easy Stewardship

1. Repurposing items
  - a. Lecture series postcard
  - b. Infographics – hospitals, scholarship, charitable care, shelter medicine, admissions, etc.
  - c. School research newsletter – especially for alumni donors
  - d. School magazine – first time donors
  - e. Annual report calendar – first time donors
  - f. Patient profiles – published profiles with photos tell stories
  - g. Marketing/Communications pieces and stories used in social media
  
2. Inexpensive Giveaways
  - a. Air fresheners
  - b. Phone pockets
  - c. Can lids
  - d. Bandanas
  - e. Car clings and magnets
  
3. Federal Work Study students
  - a. Handwritten thank you notes to donors (especially first time donors)
  - b. Thank you phone calls
  
4. Important groups to thank once annually with a letter and small gift
  - a. Recurring donors
  - b. Matching gift donors
  - c. United Way donors
  
5. Pet Memorial Card Participants
  - a. Acknowledge with framed certificates
  - b. Hand deliver to practice with mugs and candy for staff
  - c. Offer school magazines for waiting room