

6 Steps to Structuring a Super-Star Stewardship Program

1. COMMUNICATIONS

- Gift acknowledgement letters
- Thank-a-thon (2,783 calls made for 3,678 gifts)
- First-time donor packets
- Pledge reminders (CYE and FYE)
- Calendar year-end giving summaries
- Birthday cards
- Honor/ Memorial cards
- Christmas or Thanksgiving cards/ gifts
- Spotlights in eNewsletters/ magazine
- Presidential communications
- Advancement web pages
- HANDWRITTEN NOTES HANDWRITTEN NOTES HANDWRITTEN NOTES!

2. ETHICAL MANAGEMENT

- Follow the AFP Code of Ethics and implement the Donor Bill of Rights
- Constituent impact reports
- Student-written thank you notes
- Campaign updates
- Annual updates
- Special project reports
- Accurate and timely responses to needs/ questions
- Anticipating needs
- Throughout follow-up to Phonathon
- Consistent messaging
- Honoring no and saying no

3. RECOGNITION

- Donor walls
- Plaques
- Donor stories online and in print
- Dedications
- Societies
- Recognitions events and awards
- Annual report listing
- Personalized message from someone of consequence
- Face-to-face visits

4. INQUIRY

- Surveys (ex: First-time donors, Lapsed donors)
- Alumni questionnaires
- Questions in calling scripts
- General interest in donors' lives
- Feedback opportunities from eNewsletters, web, etc.
- Focus groups
- Senior exit survey
- Entrance surveys
- Branding study and competitor analysis

5. EDUCATION

- Study benchmarks
- Study your demographics
- Hone in on the measurable need
- Build the case for support for everything
- Think of every donor interaction as an opportunity for education
- Use all existing tools to clarify important items
- First session of a campaign committee: pre-address the normal issues
- Some orgs hold information sessions

6. EVENTS AND INITIATIVES

- Leveraging campus events with special receptions
- Society members
- Regional alumni
- Community leaders
- Leveraging alumni and special group events at large
- Leadership affiliations
- Donors as speakers
- Seminars and webinars for target groups
- Scholarship events
- Summits
-and on and on and on 😊