

- Get details for what costs are associated with students (line item detail) and ask donors which line they would like to get rid of with their gift
- Mississippi State has a donor invested in building a culture of philanthropy buys all the white coats and gives them to 1sts years and the donor's initials are on the cuff of every coat and she speaks at the white coat ceremony.
- Do a video of donors telling why they gave a scholarship and show to the students - great cultivation tool (Cheryl UC Davis does this)
- And vice versa - do a video of students talking about the impact of a scholarship on their life and share with donors
- Foundations sponsor a "write a thank you note day" for scholarship recipients - do by class or by groups and provide notes, food, drinks, etc. to get students there and gather notes. Get general thank you notes for donors to general scholarship fund
- Look at the solicitation cycle; create a stewardship plan that overlays on top of that plan
- There should be 12 interactions with the donor between asks - it must be deliberate!
- Think about your top 20 or top people....find simple little touches. If you are at an event, take a pic and text or email to them and say "this made me think of you", etc.
- Figure out a way to track donors movement through the giving cycle?
- Track gift growth by donors (individuals who give over time increase in their giving i.e. Hovis)