

Elevating Stewardship



Advancement's greatest responsibility is building a stronger community of shared purpose



We must respond to donors' deepest desires – to believe, belong and better



That can be done by a part-time person, a single person or even a single office in advancement



It must be an institutional ethic

Elevating Stewardship

- How do we make stewardship and institutional ethic?
 - By showing the power of donor retention, of optimizing the lifelong value of each and every donor
 - Donors give their largest gifts, on average, after 17 years of previous giving
 - The most likely source of estate gifts is donors who have given 20 years or more

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- How do we make stewardship and institutional ethic?
 - By showing the compiling consequences of accepting "dollars up/donors down"
 - Shrinkage of your donor base – 30% to 50%
 - Smaller gifts but that's where many major donors began
 - Losing 4 out of 5 first-time donors, especially those acquired rapidly through impersonal means

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- How do we make stewardship an institutional ethic?
 - In the way we report fundraising data
 - Donors retained
 - Loyalty, by giving years
 - Anatomies of major gifts
 - When donor gave first gift
 - How many years of previous giving
 - How giving evolved before largest commitment was made

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- How do we make stewardship and institutional ethic?
 - By showing the stewardship is only as effective as it is tied to institutional accountability
 - Expending money in a timely way for intended purposes
 - By demonstrating a relentless drive toward greater impact

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- How do we make stewardship and institutional ethic?
 - By building a policy framework around it
 - Any beneficiary within of private funding is accountable to the donor/s
 - Beneficiaries within must be familiar with donor intent
 - The advancement committee or another committee of the board should review donor satisfaction

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- How do we make stewardship an institutional ethic?
 - Instituting an annual stewardship review with top donors
 - Conducting an annual donor satisfaction survey for other donors
 - Explore their relationship with leadership and the entire organization
 - Believe, belong, better

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- How do we make stewardship an institutional ethic?
 - By asking donors what we can learn from other organizations they have given to
 - By telling them what we have learned from donor satisfaction interviews
 - By being candid about struggles and mistakes

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- How do we make stewardship an institutional ethic?
 - By being more careful in the way we acquire donors or secure their first gifts
 - By offering “community welcoming” opportunities shortly after gifts received
 - By negotiating more thorough gift agreements which can serve as the basis for stewardship plans
 - By elevating stewardship to a more strategic, proactive level than a reactive, tactical level
 - By integrating advancement functions around their greatest purpose – building stronger communities of shared purpose.

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Thank You

Questions

Comments

Discussion