

# Stewarding Your Donors

How to acknowledge and delight  
your donors to  
make them feel like the heroes  
they are!



Live Webinar  
April 16, 2024



Presented by the  
Community Foundation of Sarasota County

# Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page **later this week.**

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.



**Q&A**

Please input your question

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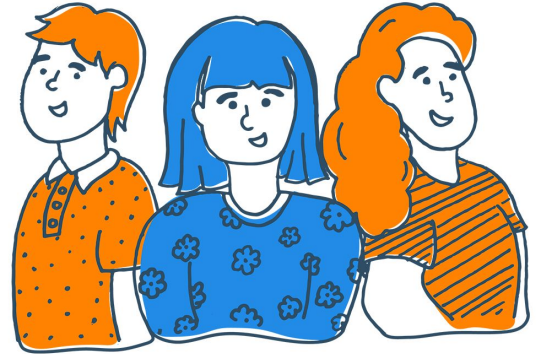
Send Anonymously **Send**

# What will we cover?

- Donor stewardship basics
- After the Giving Day: how to access your donation reports
- How to maximize your data through donor segmentation
- Tips and best practices for gift acknowledgements

# What is donor stewardship?

- A specific type of donor relations
- Begins before the very first gift is given
- Allows organizations to cultivate long-lasting relationships with donors



# Why is Donor Stewardship important?

- It's a cost-effective fundraising strategy
  - On average, it costs 3x more to acquire new donors than it does to steward existing donors
- 81% of first-time donors do not turn into repeat donors
- 63% of repeat donors remain repeat and recurring donors
- Long-term relationships are more effective and can help you to better strategize and maintain your annual fundraising plan

# After the Day

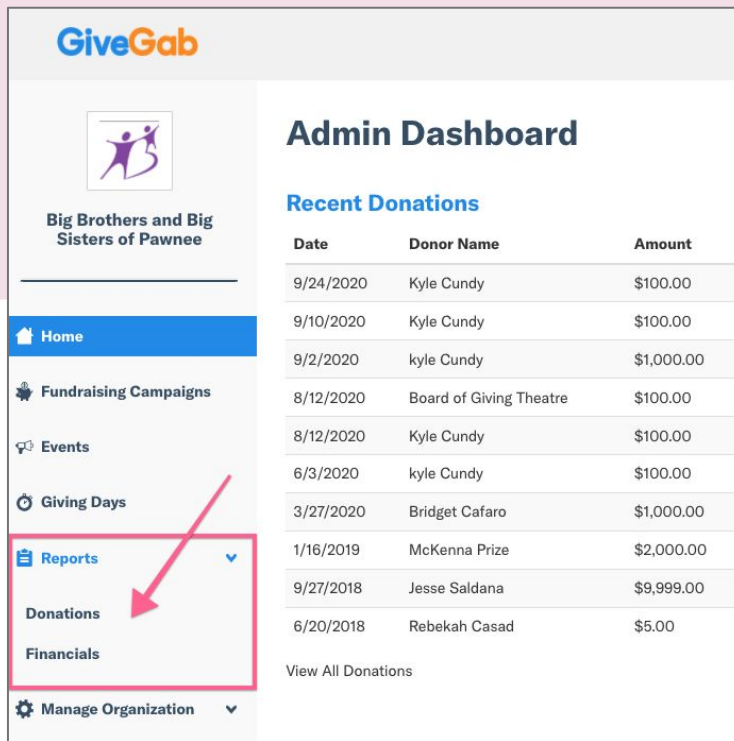


# How will you thank your donors?

- **Send general messaging to all supporters**
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- **Follow up with donors for more personal stewardship**
  - Access their contact information in your GiveGab Dashboard
- **Highlight impact of donor-funded projects**
  - This doesn't have to happen right away!

# Your Giving Day Donation Report

- Export a list of giving day donors
  - Use donor contact information for thank you notes and acknowledgements
- Sort by donation type, amount, etc.
- Can filter by campaign/giving day
- Check out [this support article](#) for more details on how to read your donation report!



**GiveGab**

**Big Brothers and Big Sisters of Pawnee**

**Admin Dashboard**


**Recent Donations**

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

View All Donations



# Your Giving Day Donation Report



**Pawnee Public Library**

- Home
- Pawnee Gives (Support)
- Reports
- Donations**
- Manage Organization

## Donations

*i* Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)

All Giving Days & Community Giv ▾ All Campaigns ▾ Any Donation Type ▾  
Start [calendar icon] [x] End [calendar icon] [x]

Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

All Giving Days & Community Giving Sites ▾ All Campaigns ▾ Any Donation Type ▾

- ✓ All Giving Days & Community Giving Sites
- Fairfield County's Giving Day (2022)
- Fairfield County's Giving Day (2021)
- Fairfield County's Giving Day (2020)
- Fairfield County's Giving Day (2019)**

End [calendar icon] [x]

				Intended Donation ▾	Amount Charged	Bank Fees	Platform Fees	Covered F
	3673413	2/25/2021 11:36PM	Roccefcg Carmody testemail+user1390797@localhost.com	\$50.00	\$53.48	\$1.48	\$2.00	Yes
	3672376	2/25/2021 10:26PM	Lpskbnl Gerami testemail+user3253007@localhost.com	\$25.00	\$26.89	\$0.89	\$1.00	Yes
	3668547	2/25/2021 8:21PM	pedro Hovermale testemail+user3251759@localhost.com	\$50.00	\$53.48	\$1.48	\$2.00	Yes

# Maximizing Your Data



# Maximizing Your Data

- Who increased their giving from year to year?
- Who was new to your organization through this year's giving day?  
Did they become a donor via a Peer-to-Peer (P2P) fundraiser?
- Who were your most successful P2P fundraisers?
- Who left a personal comment?
- Who helped you win a prize?

# Segmenting Acknowledgements

- Every donor is important, but not necessarily equal
- Determine your donor segments
  - Giving Levels
  - Entry Point
  - Giving History
- Create a realistic strategy to thank all of your donors appropriately based on their segment

# Segmenting Example

\$1-\$99

48 Donors



Thank You Email

\$100-\$499

31 Donors



Thank You Email



Personal Letter

\$500-\$999

15 Donors



Thank You Email



Personal Letter



Online Acknowledgement

\$1000 +

6 Donors



Thank You Email



Personal Letter



Online Acknowledgement



Public Acknowledgement

*The larger the gift, the more personal the acknowledgement!*

# The Importance of Segmenting

- Crucial component of effective donor stewardship
- Allows for personalized customization
- Ability to allocate time and resources to donors with the most potential for growth within your organization
- Helps you reach your internal goals more quickly and easily

# General Acknowledgement Tips

- **If possible, personalize your acknowledgements!**
  - **Example:** “Hi Bridget,” vs. “Dear Friend,”
- **Highlight the impact of the donor’s contribution**
  - **Example:** “With the dollars raised we have helped 50 people in need”
- **Include additional opportunities to get involved**
  - **Example:** “Join us on Sunday for our Summer BBQ Jamboree”
- If publicly acknowledging any donors, be cognizant of how their names are displayed

# Creative Thank You Ideas

1. Thank You Video
2. Naming Opportunity
3. Appreciation Party
4. Donor Spotlight
5. Handwritten Note
6. Behind The Scenes Look
7. Future Discount
8. Milestone Recognition
9. Public Display
10. Giving Level Perks



# Involve your Supporters

- Board members
- Volunteers
- Peer-to-Peer Fundraisers



# Key Takeaways



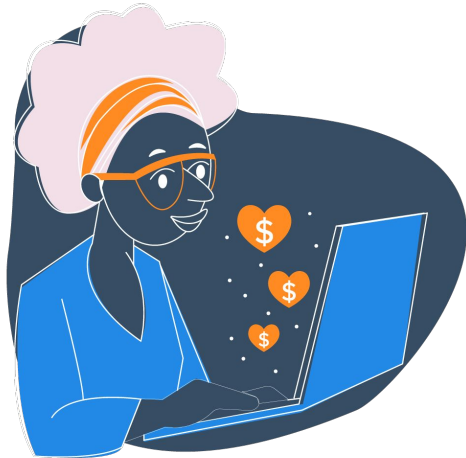
# Key Takeaways

- Create a strategy for acknowledging donors to build stronger relationships
- Take advantage of the reporting tools available in your dashboard (all year round!)
- Highlighting the donor's impact allows the donor to appreciate the value of their contribution
- Provide more opportunities for them to get involved



***There is no such thing as too much gratitude!***

# Resources



## 4. Give Thanks



Stewardship Email  
Templates

[View](#)



Sample Stewardship  
Social Media Posts

[View](#)



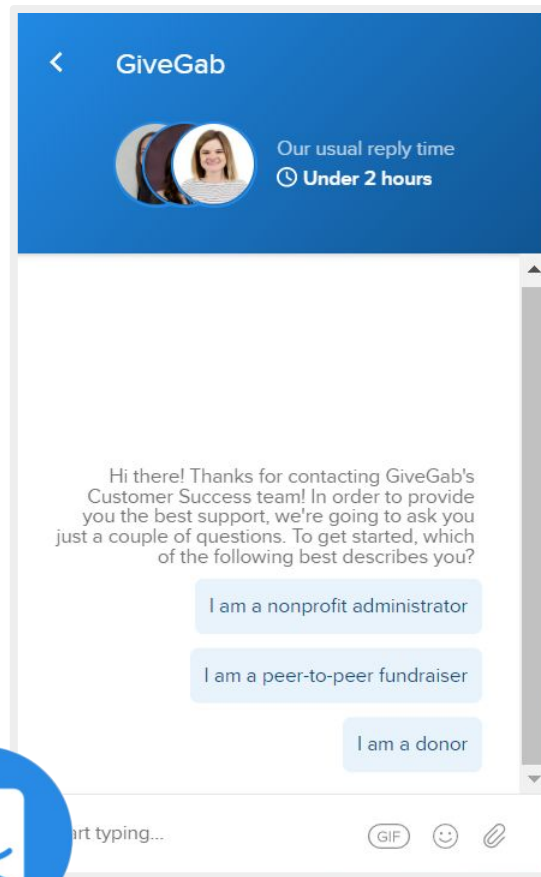
Stewardship Tips

[View](#)

**[Checkout the Nonprofit Toolkit!](#)**

# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble



# Questions?

