The Art of Donor Stewardship

July 12, 2023
(4th Annual Event)
WyoGives, an initiative of the Wyoming Nonprofit Network, is a 24-hour day of online giving designed to bring the state together as one community to raise funds and awareness for Wyoming’s nonprofits.

The Wyoming Nonprofit Network represents the collective voice of the Wyoming charitable nonprofit sector and brings best practices, resources, and support to the nonprofit community.
Wyoming Nonprofit Network

WyoGives Office Hours
Get your questions answered via drop-in Zoom
Tuesdays and Thursdays 11:00 – 12:00
Find the link on WyoGives.org 2023 Trainings Page
www.wyogives.org/info/trainings

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Wyoming Nonprofit Network LEADERSHIP SUMMIT
JUNE 6-7, 2023
Laramie, WY – UW Rochelle Gateway Center

wynonprofit.org/LeadershipSummit

Keynote Speakers

Becca Stevens
Thistle Farms

Vu Le
NonprofitAF.com

Dominic Syracuse
Cognitive Behavioral Theater

David L. Thompson
National Council of Nonprofits

June 6–7, 2023

Read more and register at wynonprofit.org/LeadershipSummit

Monday, June 5
4:00 to 5:00 PM - Registration Check-in
5:00 to 7:00 - WyoGives Mixer Event

Tuesday, June 6
7:00 AM - Registration Check-In; Breakfast
8:00 to 4:00 PM - Keynotes, Breakouts, Lunch
5:30 to 7:30 PM - Dinner Theatre

Wednesday, June 7
7:30 AM - Breakfast
8:00 - 2:00 PM - Keynotes, Breakouts, Lunch
GiveGab is Wyoming Nonprofit Network's technology partner for WyoGives.

They provide the online giving platform, including registration and donation processing.
July 12, 2023
12:00 AM – 11:59 PM

Registration Deadline:
Friday, June 16, 2023
NO EXCEPTIONS

Training Dates & Recordings on
The website Trainings page:
WYOGIVES.ORG/INFO/TRAININGS
Donor Cultivation

1. Identify: Identify people with a connection to your mission and organization.
2. Qualify: Confirm Interest and Inclination, Confirm Capacity.
4. Solicit: Make the request for donation.
5. Close: Donation is made.
Donor Stewardship

What is Donor Stewardship?
Donor Stewardship is about effectively caring for your donors in a way that allows you to foster long-term relationships with them that are beneficial to everyone involved.

Goal: To create strong, personal connections between your donors and your mission, thereby, transitioning them from first-time supporters to lifelong donors.
Most donors are:

**Emotional Donors** -
donating because they have been touched by your mission in some way.

**Social Donors** -
donating because their family, friends, or colleagues have asked them to.
Odds:
8 in 10 first-time donors will not donate a second time.

Why:
Because they don’t feel like their donation is appreciated or that it really made a difference.
Why Donors Don’t Give Again

• Poor Communication
• Never get thanked
• Think other nonprofits are more deserving
• Forgetting they donated
Donor Stewardship is Donor Care

It is conveying how much you really appreciate each donor’s contribution to your organization, showing them the impact they are making, and inviting them to come alongside your organization and make your mission their mission...throughout the year.
Convey how much you really appreciate each donor’s contribution to your organization. Make it personal, make it specific, and do it quickly.

- Donors want to know their donation has been received.
- A receipt is not a Thank You.
- They want to know their donation has been seen.
- Send a personalized Thank You within 24-48 hours. This can be automated with technology.
- If handwriting or making phone calls to thank them, try to do that within one week.

The more personalized the better.

Thank you letters and phone calls; this is a great job for board members!
Gratitude

PUT SPECIAL EFFORT INTO “CONVERTING” FIRST-TIME DONORS TO GIVE AGAIN:

Engage new donors through special efforts like welcome packets, welcome calls, and new donor meet-and-greet events.

Donor stewardship and donor retention begins at Hello. (How do you make them feel?)
Keep the happy feeling going.

To achieve this, again make it personal, and show them the impact their donation helped to make.

This is where specific statistics and your storytelling skills come in. Give them a true and great story.
Can they volunteer, share your message, sign a petition, write a Letter to the Editor?

It’s about starting a dialogue with your donors that makes them feel as though they are a concrete part of your organization, community, and mission.

Donor Stewardship and the gratitude that you show for your donors does not begin and end with WyoGives.
The First 12 Weeks

If personalized gratitude is shown and the relationship stewarded, first-time donors, if asked, will likely become second-time donors soon after.
Keep the dialogue going all year with creative ways to show continued and sustainable gratitude throughout the year.

After WyoGives, schedule regular touch points on your annual calendar to ensure that you are staying engaged with your donors.

Make it a point to share images and updates on projects that your donors’ contributions are directly helping to fund.

Gratitude Lasts All Year Long!

- Don’t be forgotten. Stay in contact but not too much.
- Don’t make an ask with every contact. Share your impact.
- Quarterly updates is a good balance.
Gratitude Lasts All Year Long!

Make Donors Feel Important and Needed

- Organize reminders to reach on special dates, like anniversaries, birthdays, or major milestones for your organization.

- Ask your donors for feedback and be responsive.

- Make sure you follow up with your donors and inform them of how you are using their feedback.
Use Donor Segmentation for a More Successful Ask

Segmentation allows for more personalized communications and requests between your organization and your supporters.
- Creates loyalty
- Targeting donation requests to specific donor segments, donors become more likely to donate again.

Data to collect in order to segment:
- **Timespan**: How long has this donor been giving?
- **Frequency**: How often does this donor give?
- **Type**: How is this donor giving?
- **Amount**: How much are they giving?

Other info to collect through conversations or personal knowledge:
- **Reason**: Why do they give?
- **Interest**: What topics are they most interested in?
Donor acquisition is an increasingly expensive endeavor, with the cost of bringing in a new donor often double or triple the amount of their initial donation.
Donor Retention Rate

An organization’s donor retention rate is the number of donors who gave last year who have also given this year.

\[
\begin{array}{|c|}
\hline
\text{# Returning Donors (Year #2)} \\
\text{# Previous Year Donors (Year #1)} \\
= \text{Retention Rate (\%)} \\
\hline
\end{array}
\]

\[
\begin{array}{|c|}
\hline
\text{# First-Time Donors Giving 2nd Gift} \\
\text{# First-Time Donors} \\
= \text{First-time Donor Retention Rate (\%)} \\
\hline
\end{array}
\]
One website... 
WyoGives.org
One day... 
July 13, 2022 
256 Nonprofits

$3,221,413 
Raised

5,773 
Donors

Causes 
Health, Education, 
Disability Services, Seniors, 
Arts, Culture, Environment, 
Poverty, Hunger, 
Veterans, Social justice, 
Homelessness, Housing, 
Substance Abuse Prevention, 
Disaster Relief, Animals, 
Community Advocacy, 
and more!

WYOGIVES 

After the initial 
registration fee, 
the cost for nonprofits 
was just 
$1.00 for every $100 raised

Growth in 
Dollars Raised 

2020 2021 2022

$571K $2.3M $3.2M

WyoGives is an initiative of the 
Wyoming Nonprofit Network 
WyNonprofit.org

2,586 New Donors

Save the 
date 
WyGives 2023 
July 12, 2023 
WyoGives.org
Make Your Donor Stewardship Plan

BEFORE WyoGives

Engage and Plan

Complete WG Profile Thank You Receipt

Personalized follow-up Thank You

Engage and Steward
WyoGives Stewardship Toolkit

4. Give Thanks

Stewardship Email Templates
  View

Sample Stewardship Social Media Posts
  View

Stewardship Tips
  View

www.wyogives.org/info/nonprofit-toolkit
Subject: We can’t thank you enough for your generosity!

[Salutation],

We are still in awe of the generosity shown to [Organization Name] during WyoGives. On July 12 our organization took part in our local Day of Giving to connect with our community of supporters.

Because of donors like you, we were able to raise [Dollars Raised] to further our mission of [Organization’s Mission]. Each gift made today will play a critical role in allowing us to serve our community and create a larger impact.

We look forward to the future of [Organization Name] with great anticipation as we use funds raised during WyoGives to [Include a quick message including any upcoming projects or how your organization plans to use funds that were raised during the Giving Day.]

Your relationship with [Organization Name] is important to us and we want to share news and updates with you.

Stay connected by [subscribing to our newsletter], and following us on our social media channels.

Facebook -

Twitter -
To download a report of donors, including payout info, go to bottom of page and there will be an “Export CSV” link.
happy donors stay longer

WYO GIVES
Not a member?

wynonprofit.org/join

Apply for membership and pay online

- WNN member dues are annual from the date you join – Join at wynonprofit.org
- WyoGives registration fee required each year – Register at WyoGives.org
Dates to put on your calendar now:

- WNN Nonprofit Leadership Summit – Registration closes May 15th!!
- June 5 – In-Person: WyoGives Networking Event (WNN Summit June 6-7)
- June 16 – Final day to register (no exceptions)
- June 21 – Webinar: Final Steps to Success
- July 12 – WYO GIVES!
• Visit GiveGab Help Center
  https://support.givegab.com/

• Send an email to
  CustomerSuccess@givegab.com

• Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand
Q and A

Contact information:
Kristie Wilson
info@wynonprofit.org
307-772-9050 (all calls)

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