

Spectacular and Strategic Stewardship: *Strengthening Relationships for the Next Gift or for a Lifetime*

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WETA

Stewardship Overview

- What motivates your donor? Do they require:
 - High level of attention
 - Moderate level of attention
 - No attention (e.g. anonymous donors)
- What will you do for them? What is the proper balance between appreciation and privacy?
- Planned giving stewardship is continuous cultivation.
- Major donor stewardship requires greater time and attention.
- Effective stewardship will build donor confidence and possibly increase current and ultimate giving.

Stewardship Cycle



Who to Steward? *(Depends on the gift)*



- Donor(s)
- The “gatekeepers”
 - Spouse and Partners
 - Children
 - Siblings
 - Other relatives
 - Professional Advisors
 - Family Foundation vs Individual

Acknowledgement

- Formally acknowledge the gift intention of every donor.
 - Who should send the acknowledgement?
 - What should the acknowledgement say? (Focus on the donor, not on the “I”)
 - When should you acknowledge the gift?
 - How?
 - Remember Jerry Panas’ “Rule of Sevens”
- Counting and reporting issues come into play for both revocable and irrevocable gifts. Consult with financial officer.

Big Recognition

- Does recognition at your organization depend on whether the gift is revocable or irrevocable?
- Do you have a policy on how to credit and recognize the full spectrum of planned gifts?
- Examples?

Big Stewardship (takes time)

- How do *you* stay in touch?
 - Invite to Legacy Society
 - Acknowledge every annual or add gift
 - Birthday cards; birthday lunch; face to face visit
 - Valentine's cards
 - Regular telephone calls
 - Email notes
 - CGA Anniversary note
 - Ask for a testimonial and use it!
 - Feature donor in annual report
 - Feature donor in newsletter
 - Special online showcase
 - Ask for advice

Accountability

- Planned givers have **confidence** in the organization's ability to fulfill its mission in the **future**.
- Continue to build that confidence through:
 - Donor impact stories and tributes
 - Articles in newsletters – always lead with mission!
 - Letters or impact reports from management
 - Special interest reports
 - Thanksgiving annual update letter

Access to Leadership

- Make them feel like “insiders”
- Piggyback on access events or communications reserved for leadership giving circles.
- Examples?



Celebration



- Integrate planned giving into leadership giving events.
 - Encourage new planned gifts from leadership givers
 - Encourage outright gifts from planned givers.
- Host exclusive event when the legacy society reaches sufficient scale.
- Invite board members to host small gatherings for legacy society members.
- Daytime is the preferred

Community

- Web-page content with donor stories
- Social media
- Annual Report
- Volunteers



Take-Aways

- Cardinal rule – NEVER take a planned giving donor for granted!
- Jerry Panas’ “Rule of Sevens”
- Advocate for these special donors
- Involve the staff – tell them why they matter
- Document your stewardship plan
- The key to continuity is record keeping
- Ask for help when you need it

Be in touch!

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