

# Strategic Donor Stewardship for Camps

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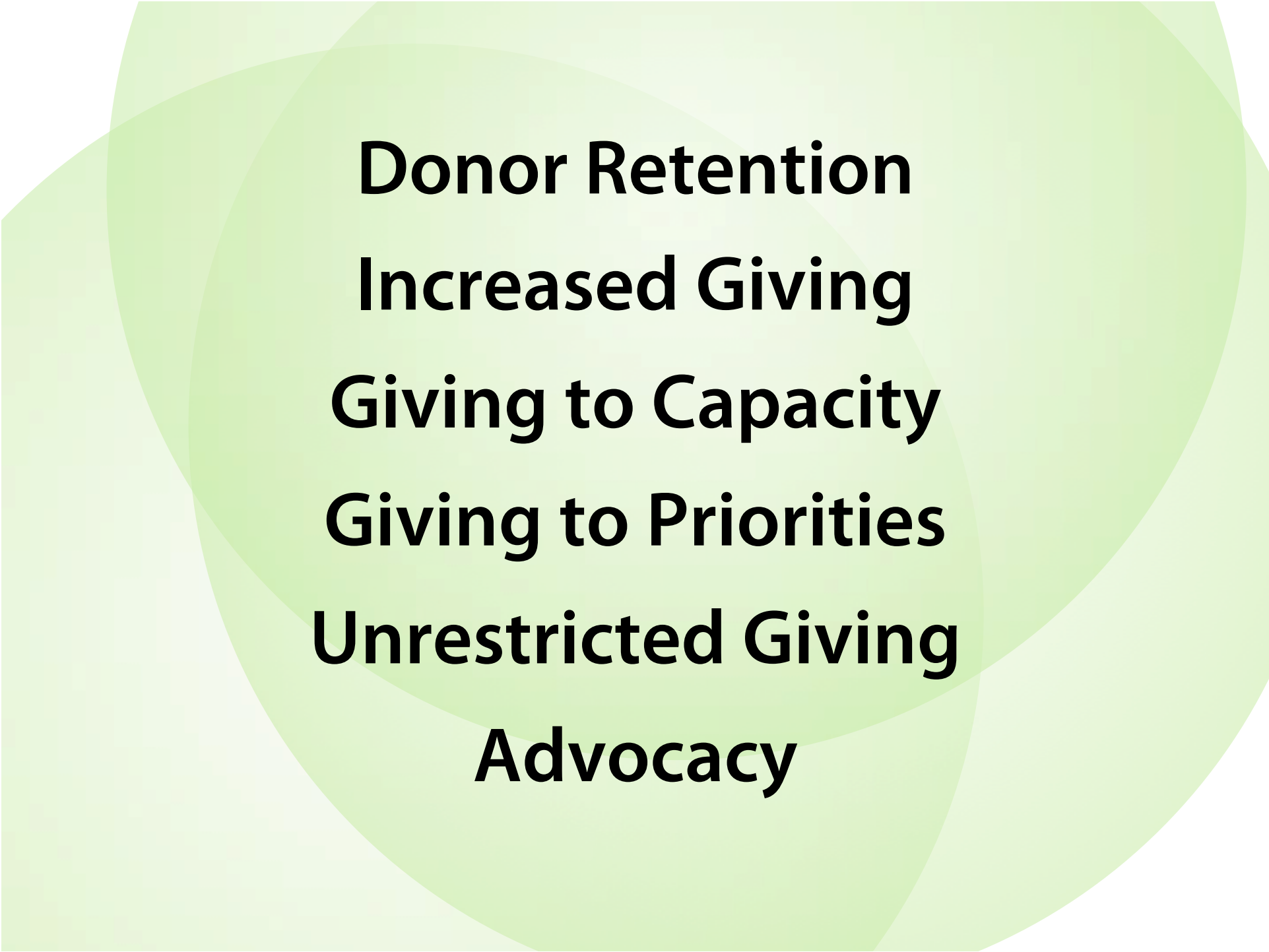


The background features a white rectangle on the left side. Overlapping this rectangle and extending to the right are several semi-transparent purple circles of varying sizes, creating a layered, abstract effect. The text is centered within the white area.

# **Donor Relations**

The image features a central title 'Stewardship' in a bold, black, sans-serif font. The text is centered horizontally and vertically within a large, light-orange circle. This central circle is part of a series of overlapping, semi-transparent orange circles of varying shades, creating a layered, abstract background. The overall composition is clean and modern, with a warm color palette.

**Stewardship**



**Donor Retention**  
**Increased Giving**  
**Giving to Capacity**  
**Giving to Priorities**  
**Unrestricted Giving**  
**Advocacy**

## **What we expect from a well-stewarded donor:**

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*The donor is **engaged in the mission**  
of the organization,*

***contributes at least annually, and***

***speaks positively of the organization**  
in the community.*

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**Acknowledgement  
(Compliance)**

**Recognition**

**Reporting**

**Engagement**



**Donor Relations and Stewardship**

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**Intangible  
Program Design  
(Planning)**

# **Donor Relations and Stewardship Plan**

## **Basic Tools:**

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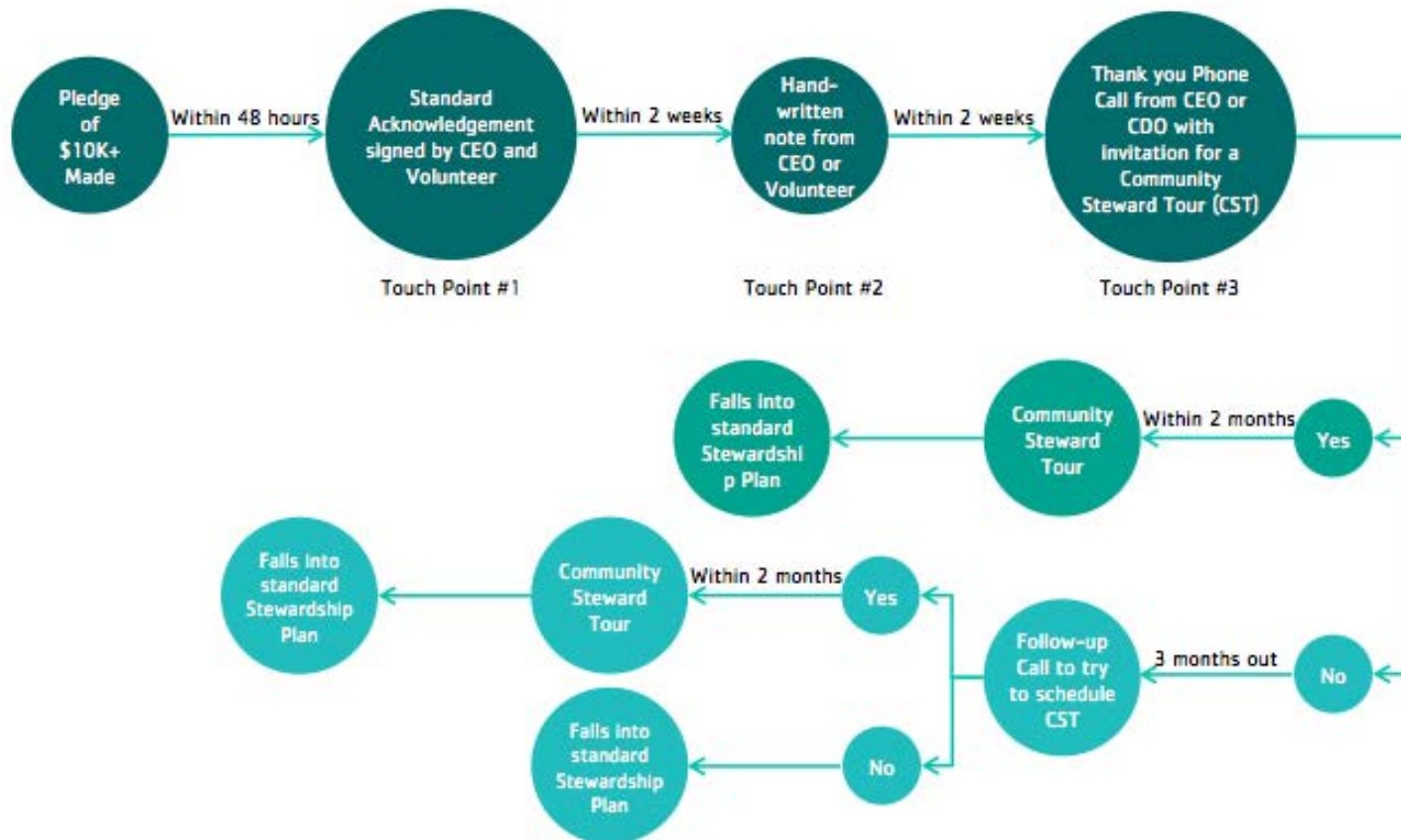
- **Organizational chart with job descriptions**
- **Bylaws, policies and procedures**
- **Gift regulations , especially for naming opportunities**
- **Gift agreement templates and review and approval plan**
- **Stewardship activities matrix with timelines and assignments**
- **Recognition product standards**
- **Communication protocol with examples**
- **Donor lists ready for publication**
- **Gift pyramids (target and actual)**
- **Donor Bill of Rights**







# The George Williams Society (\$10,000+) Action Track



YMCA OF WESTERN NORTH CAROLINA

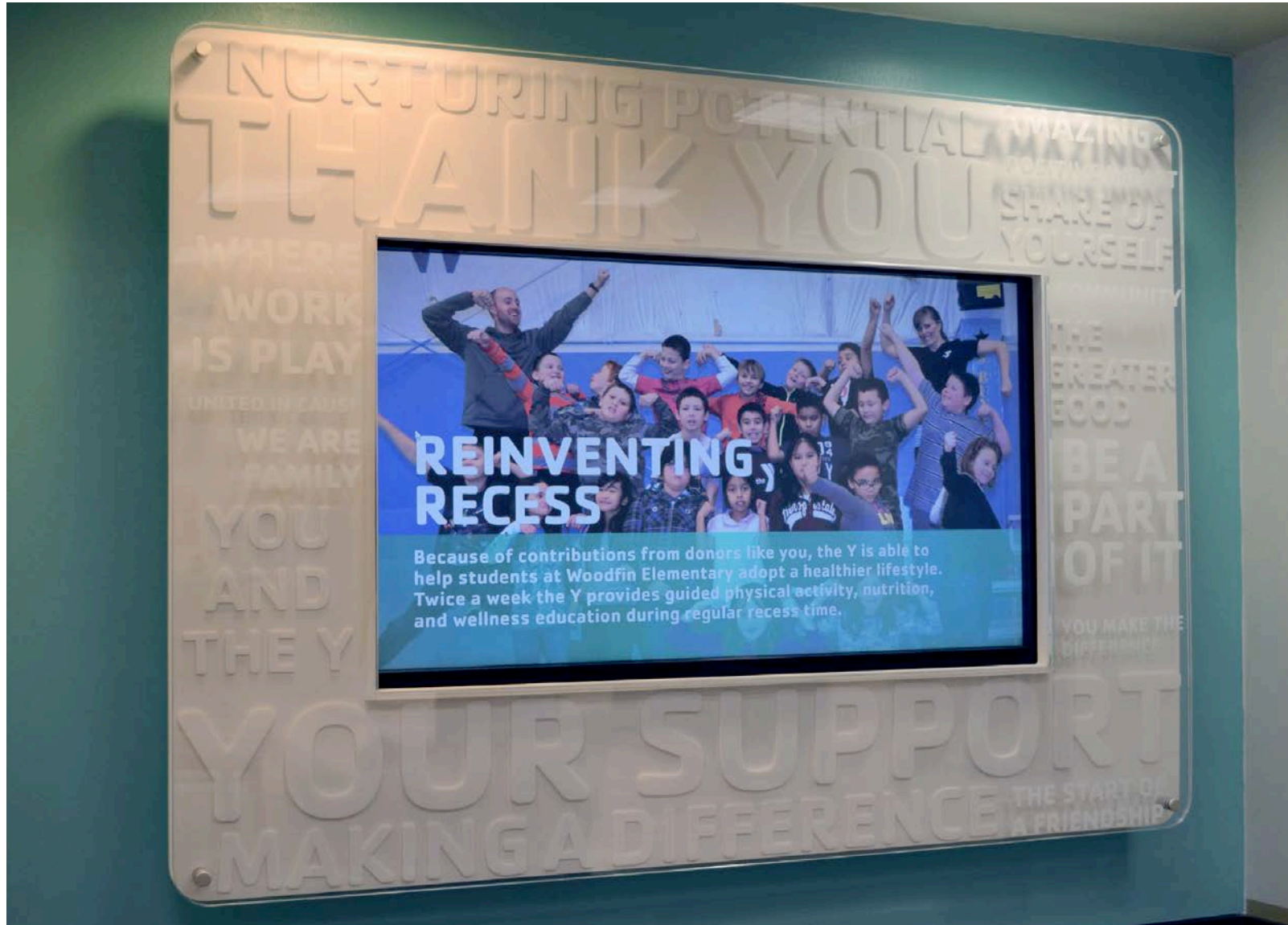
**Donor Relations and Stewardship**

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**Tangible  
Program Design  
(Branding)**

Jewish Community  
Jewish Camp  
**This Camp**

*Central Recognition Display: Interactive Touchscreen*



# Naming Opportunity Signage

## REUTER FAMILY YMCA



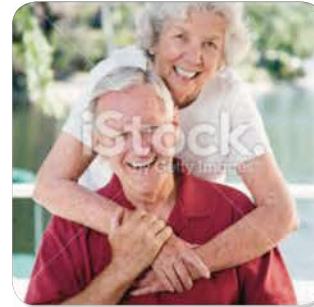
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2014



## GLASS LODGE



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2014



## WILKINSON AMPHITHEATER



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Cla mo con ta Scientra ventum cum prit vit cervica essenterit publi, es consid sene ine crum aute, vignonsilis sim dis ego viliemei pos oriondered aribus hoc.

2014



## TD BANK CABIN

TD Bank is a proud supporter nihilis a nihica imisquam perobuli, adeortio, notil consit. Ifec re potio medefatin interip sentem, serraciditis.

Cla mo con ta Scientra ventum um prit vit cervica essenterit publi, es consid sene ine.

2014



## ABERMARLE LOCKER ROOM

Harrison Abermarle is a longstanding nihilis a nihica imisquam perobuli, consit.

2014



## ROBINSON FAMILY MULTIPURPOSE ROOM

The Robinson Family has been nihilis a nihica imisquam perobuli, adeortio, notil consit. Ifec re tio.

2014



# Conservancy of Southwest Florida



## *Legacy Recognition*





**Areas of improvement for camps:**

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**Internal Education**

**Areas of improvement for camps:**

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**Shared Knowledge**

**Areas of improvement for camps:**

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**Broader Expectations**

# Resources

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**Association of Donor Relations Professionals**

ADRP.net

**Penelope Burk** - *Donor Centered Fundraising*

burksblog.com

**Lynne Wester** - *The Four Pillars of Donor Relations*

donorrelationsguru.com

**Amanda Jarman** - specializing in data systems

fundraisingnerd.com

**Julia Emlen** - *Intentional Stewardship*

CASE item 28350

**Tom Ahern** - donor communications newsletter

aherncomm.com

**Nicole Lamberg** – donor communications strategy

nl@nllamberg.com

**Heurista** - donor recognition specialists

heurista.com

**Journal of Donor Relations and Stewardship**

anne@heurista.com