**Endowment Accelerator**

**Stewardship Guide & Worksheet**

**Donor stewardship is the critical relationship-building process that takes place after a donor makes their gift. It is vitally important.** Donors who contribute to your permanent endowment are investing in the future of camp, and their commitment to camp’s future will continue to grow when you continue to deepen your relationship. Personalized stewardship steps like reporting on the performance of your endowment fund, inviting donors to visit camp, and sharing stories of camp’s impact are excellent ways to integrate your endowment donors into all fundraising efforts and strengthen their connection to camp - and stronger relationships often lead to additional giving.

Creating and implementing a donor Stewardship Plan is essential to the success of all your fundraising efforts.A Stewardship Plan is simply the list of activities and timeline you will use to connect with your donors throughout each year. Stewardship activities specific to endowment donors should be included in your comprehensive fundraising and stewardship plan.

**To start drafting your Stewardship Plan, consider the following questions:**

* What types of stewardship activities is your organization currently engaged in? Is it possible to include your endowment donors in these existing stewardship activities?
* What types of stewardship activities, if any, will you undertake specifically for endowment donors? What options are especially meaningful to endowment donors?
* Will you make a personal phone call or send a personal note immediately upon receipt of a cash endowment gift or legacy commitment?
* Will you create an endowment/legacy society or incorporate endowment donors into an existing legacy or other giving circle?
* Will you list endowment donors in a newsletter or acknowledge commitments somewhere on your camp site?
* Will you send an organizational update specifically for endowment donors at least once a year?
* Will you plan any special events or invitations to visit camp for your endowment donors?

**Use the below worksheet to outline your Stewardship Plan:**

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| **STEWARDSHIP ACTIVITY** | **DATES TO BE IMPLEMENTED** | **TEAM MEMBERS RESPONSIBLE** |
| **CARE** – Include 1-3 annual activities that show your donors you care about them with a personal touch. Examples include handwritten thank you notes, handwritten holiday cards, phone calls, personal meetings, a meaningful gift (pin, magnet, honey for Rosh Hashanah, challah cover, etc.) |
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| **SHARE** – Include 1-3 annual activities that share stories showing the impact your donors’ contributions are having on camp. Examples include email newsletters, a print or digital annual report, sharing impact stories from campers.  |
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| **HONOR** – Include 1-3 annual activities that recognize your endowment donors’ commitment. Examples include sharing donor testimonials, displaying donor listings in newsletters or on your website, updating a donor wall at camp, recognizing endowment donors with special nametags at a community event.  |
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| **INVITE** – Include 1-3 annual activities that invite your donors to be active participants in your camp community. A donor day during camp or special Shabbat event during the year are great for this.  |
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