

The Blanket Approach to Cultivating and Stewarding Your Annual Donors

Lynne M. Wester

Director of Stewardship and Donor Recognition

Yeshiva University

Donor Recognition and Stewardship

- Is there a better way to do this?
- What are some ways that we can better serve our donors?
- What is someone else doing that we're not?
- Is there an app for that?
- Making Innovation a Priority

Goals

- Make donors feel sincerely thanked for their generosity and support for your mission.
- Deepen donor commitment to and understanding of your mission and organization.
- Provide donors with the public recognition they desire and value.
- Inspire donors to give again-at higher and higher levels of support.
- Encourage or challenge other donors or potential donors to match the giving of their peers.
- Set benchmarks for giving to your organization.
- Reinforce a culture of philanthropy, rather than setting a tone of quid pro quo.
- Keep you within your budget limits --while not compromising the tax deductibility of your donor's gift.

The “Blanket” Approach



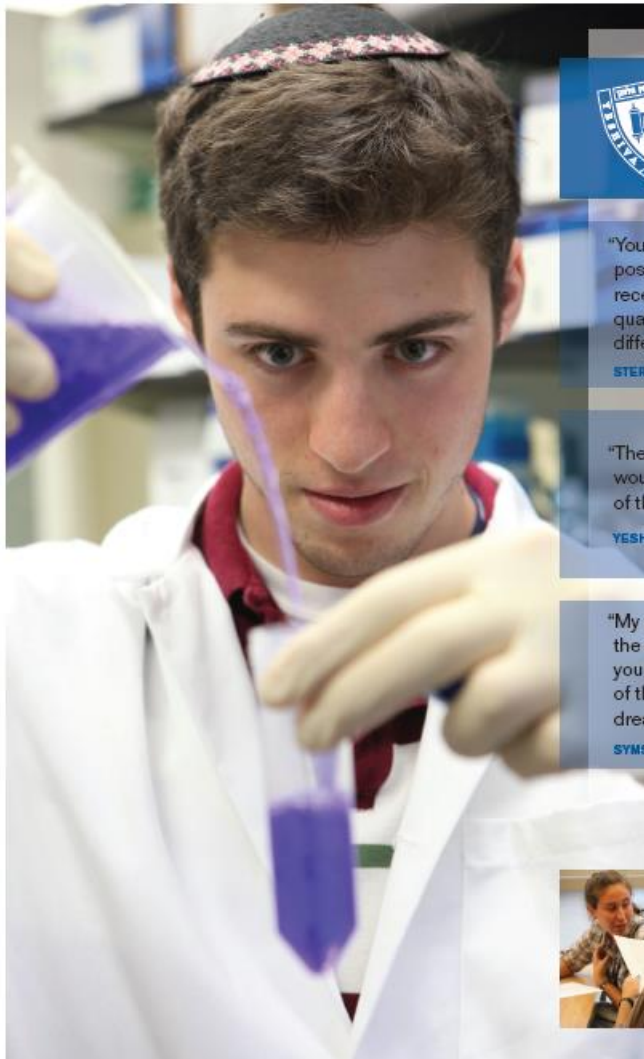
Other Groups Added

- Loyalty Donors
- First Time Donors
- President's Society
- Anyone who needs extra Stewardship

Calendar Approach

- August- Champions Gate Wrap up Piece
- September- Rosh Hashanah email greeting
- October- Hanukkah Dinner Invitation
- November- Report of Donors and Donor Recognition Event
- December- Hanukkah Dinner Slideshow
- January- Invitations to YU Museum Event
- February- Scholarship Impact Piece
- March- YU Tomorrow Mailing
- April- Impact of Giving Report
- May- Commencement Invitation and Webcast

Scholarship Impact Piece



YESHIVA UNIVERSITY STUDENTS BENEFIT FROM YOUR GENEROSITY

"Your generous contributions to Yeshiva University have and continue to make it possible for individuals such as myself to remain in a Jewish environment while receiving an education, both in Judaic and secular studies, of uncompromising quality. Receiving this scholarship didn't only make a difference—it made all the difference."

STERN COLLEGE STUDENT MAJORING IN COMMUNICATIONS

"The scholarship I am receiving is incredibly important to me. My entire education would not be possible without it, and as such I know I must take absolute advantage of the learning and growing opportunities offered to me."

YESHIVA COLLEGE STUDENT MAJORING IN PSYCHOLOGY

"My dream of becoming a successful businesswoman is really coming true and it's the most exciting and exhilarating feeling in the world. I am so incredibly thankful to you for the scholarship support you have given, which allows me to accomplish all of this. I so look forward to the day I in turn can help students achieve their career dreams as well!"

SYMS SCHOOL OF BUSINESS STUDENT MAJORING IN ACCOUNTING



Scholarship Impact Piece



"Not only have you afforded me the opportunity to go to a school ranked amongst the top universities in the country, you have opened up new channels and career opportunities that would have been otherwise closed had I gone to a different institution. You have ensured that I continue to hold onto the Jewish and Torah values we hold dear."

SYMS SCHOOL OF BUSINESS STUDENT MAJORING IN ACCOUNTING

"I must thank you for the generous donation that has enabled me to take advantage of all the wonderful opportunities YU has to offer. Because of the excellent education and Jewish communal leadership opportunities YU has to offer, I know when I finish school I will be prepared to make a positive impact on the world!"

YESHIVA COLLEGE STUDENT MAJORING IN PSYCHOLOGY

"I would like to take this opportunity to thank you for enabling my education at Yeshiva University. Without your support, there is no way I would have been able to acquire the wonderful secular and Jewish education I have been privileged to receive, solidified the friendships that have come about through Yeshiva University and become a contributing member of the larger Jewish community."

STERN COLLEGE STUDENT MAJORING IN COMPUTER SCIENCE

To learn more about scholarship support or to make a gift, please contact a member of our staff:
Yeshiva University Department of Institutional Advancement
500 West 185th Street, BH 713 | New York, NY 10033 | Phone: 212.960.0863 | Fax: 212.960.0059
yusolarships@yu.edu | yu.edu/support/gratitude



Thank You
Gracias
Wado
Shaharisto
תודה רבה
Grazie
Tack
Anigato
Tupai ch' haat
Wado
Shaharisto
תודה רבה
Grazie
Tack
Ehharisto poli
Kononim
Danke
schön
Quyanaq
Cheers
Toda raba



Postcards

Thank You From



Yeshiva University

Esther Joel's Hamantaschen

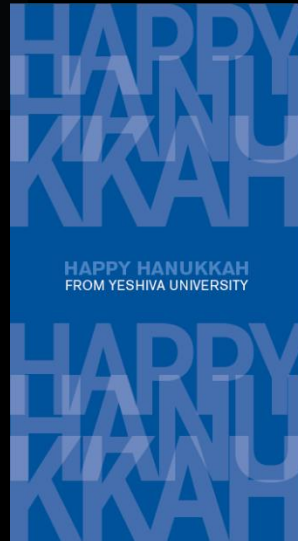


- DOUGH**
- 3 eggs
 - 1/2 cup margarine
 - 3 teaspoons baking powder
 - 3 cups flour
 - 1 cup sugar

Mix ingredients together and knead until smooth. Refrigerate dough for at least 2 hours.

- FILLING**
- 1 pound of prunes
 - 1/2 pound of raisins
 - 1/2 tablespoon honey
 - 1/2 orange juiced with its rind
 - 1/2 pound ground nuts
 - 1/2 tablespoon jelly of your choice

1. Boil the prunes and raisins together until they are soft. Grind or blend the remaining ingredients with the softened prunes and raisins in a food processor.
2. Roll out the dough and make circles with a cookie cutter. Fill center with a dollop of the filling and pinch the edges together to form a triangle.
3. Bake at 350 degrees for 18 to 20 minutes until golden brown.





Bella

Biology major

Future ophthalmologist



David

Marketing major

President, Prince Management



Sarah

Music and Graphic Design major

Future attorney

 Yeshiva University

Thank You!

Your gift enables Bella, David and Sarah to achieve their academic potential this year at Yeshiva University. They are among the 75% of our students who receive annual scholarship support. Thanks to donors like you, they are able to benefit from a first-class educational experience at YU.

We would love to host you on a campus tour or introduce you to a student whose life has been enriched by scholarship support. For more information or to set up a tour, please contact us at 212.960.5376 or donorrelations@yu.edu

To learn more about these and other students, visit www.yu.edu/support/students

First Time Donors



Thank you
for your
first gift!



Firsts mean a lot. Your first gift helped to provide students with scholarships and programs, fill library shelves with new publications, recruit outstanding professors and enhance classroom resources. We welcome you to our family of donors. To learn more about YU, please visit us at www.yu.edu.



Yeshiva University

Emails



You are invited to a private screening of FOOTNOTE

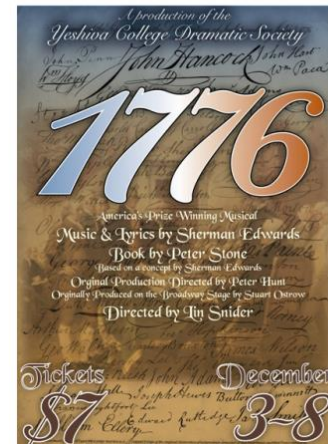
Yeshiva University will host a screening of *Footnote* at the Schottenstein Cultural Center on YU's Beren Campus. The film, scheduled for theatrical release in mid-March, won Best Screenplay at Cannes and is up for Best Foreign Language Film at this year's Academy Awards. *Footnote* explores the lives of a father and son—Talmudic scholars who find themselves in competition with each other.

Following the screening, director Joseph Cedar, an observant Jew who won Best Director at this year's Ophir Awards (the highest honor given by the Israeli film industry), and actor Lior Ashkenazi will take questions from the audience.

The men of Yeshiva College Drama Society will be presenting the musical "1776" at the Schottenstein Theater on December 3-8, 2011. It is a wonderful show about the Continental Congress and the forming of the Declaration of Independence, showing in sometimes humorous, sometimes touching, ways the humanity of our founding fathers and the risks they took to declare our independence. Come see Ben Franklin and John Adams singing and dancing their way into history!

Please join us for any of the lively and inspiring performances at the Schottenstein Theater located at 560 West 185th Street, NY, NY.

For complimentary ticket reservations please contact Debra Schneiderman at 212-960-5376 or donorrelations@yu.edu.



44% open Rate!

Thank a Donor Week



Thank you so much for your generosity¹³⁰² in supporting Yeshiva University! My name is Davita, and I am currently a sophomore at Stern College studying biology, with plans to attend medical school in the future. Your support is enabling me to pursue my dream, and I would not be where I am today without you. I can't thank you enough! The greatest gift one can give is to provide someone with the opportunity to succeed, and you have done just that for me. With much appreciation, Davita Wachsstock

Building Updates



One Year Later: Transforming the Wilf Campus

Jacob and Dreizel Glueck Center for Jewish Study

Your generous contribution allowed us to celebrate the opening of the Glueck Center a year ago. Here is an update on the transformation that Yeshiva University's newest building has made possible for students staff and faculty:

The Glueck Center is the first new building on the Wilf Campus in more than 20 years. A year after its momentous dedication, hundreds of young men debate, argue, analyze, decipher and interpret texts as well as theological issues of the Talmud in the Jacob and Dreizel Glueck Beit Midrash. Students bring the building to life with vigorous intellectual dialogue in the Beit Midrash, lecture halls, conference and seminar rooms, and in the offices of the Roshei Yeshiva. We are grounded in tradition and the future of YU and the Jewish people lies in the Glueck Center.



New offices spaces, lounges, seminar and conference room have been dedicated. Since the Glueck Center first opened, it has been a home to a wide range of events. A series of lectures, sponsored jointly by the offices of the deans of YU's affiliated Rabbi Isaac Elchanan Theological Seminary and Yeshiva College, was inaugurated with a discussion about music and Torah. In addition, the annual Dr. Abraham S. Weissman Memorial Rabbinic Lecture was held in the Glueck Beit Midrash. With thanks to Gitta and Jack Nagel, Nagel's Bagels in the Nagel Family

Atrium and Student Commons provides snacks and a community space for students to dine, study and share in one central location.

Our students are most appreciative of the new space. Many of them have commented on the effect that the new building has had on their experience at Yeshiva University:
"I feel that the Glueck Center is so important. It shows that Yeshiva University cares about its students by continuously improving facilities and building the most modern building possible. Having a new facility makes me want to go to the Beit Midrash more. When I go to shiur, I know I'm going into a nice air conditioned building and there are so many resources there," explains Yoni Kushner, Yeshiva Student Union President and Sy Syms School of Business Class of 2011.



Your gifts have a profound impact on the daily lives of our students. But perhaps the greatest benefit of all is the knowledge that you, as a supporter of the Glueck Center, belong to a rarefied partnership dedicated to bringing the Jewish culture alive and creating a lasting legacy preserved in perpetuity. You enrich the Yeshiva experience for so many.

Saadiah Fireman acknowledges the center's effect on his studies:


"The Glueck Center is very exciting, it's state-of-the-art, and the Beit Midrash really brings everyone together. The beauty of the Beit Midrash is that I can hear the person next to me learning. It invigorates me to learn and I can spend all day in there."

On behalf of Yeshiva University and the Rabbi Isaac Elchanan Theological Seminary, please accept sincere thanks for your investment in the future of the Jewish people, of our sacred tradition of educating the future of Yeshiva University.




For more information or to make a further contribution, please contact Heidi Kuperman at (212-960-0193 or Kuperman@yu.edu

Video



Yeshiva University wishes you many joys in the New Year as we look forward to another year filled with milestones, achievements and meaning.

From our family to yours,
Shana Tova U'Metukah
Esther & President Richard M. Joel



Yeshiva University

Replay

Thank a Thon



Website

Support the University



(Left to right): A Stern student expressing her gratitude at the 2011 Scholarship Reception; another Stern student thank you for your support; Yeshiva College students preparing to meet their scholarship donors.

Donor Gratitude

Thank You for Your Support

Your generosity enables Yeshiva University to continuously lead the way in community service. We, the Office of Donor Relations, as well as Yeshiva University, thank you for your support and view you as one of the University's most valued members.

Benefactors

Every gift to Yeshiva University makes a difference but Yeshiva University benefactors, donors with lifetime cumulative gifts equaling over a million dollars, have enormous impact on our schools. Benefactors enable us to implement larger initiatives and respond quickly to new opportunities. Many benefactors also serve in leadership roles at Yeshiva University. It is with utmost gratitude that we thank them for the multifaceted role they play in making sure our University is a success.



Michael Gamson, one of YU's newest members of the Board of Trustees, is proud to continue the philanthropic legacy of his father, Dr. Bernard W. Gamson, a 7th, one of YU's biggest friends for many years and a longtime member of Yeshiva College's Board of Directors. Dr. Gamson passed away in 2000. [Read more about Gamson here.](#)

One of our most recent benefactors is Rhoda Levine. Levine, 78, has

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[Meet the Donors](#)

Questions? Comments

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