

YEAR-ROUND STEWARDSHIP

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DEVELOPMENT WISDOM

Building donor loyalty is not magic: it is simply hard work on the part of the people who are thoroughly prepared.

DEFINITIONS



**CULTIVATION: BUILDING A
RELATIONSHIP WITH A DONOR
BEFORE THEY GIVE**



**STEWARDSHIP: MAINTAINING
THAT RELATIONSHIP SO THE
DONOR GIVES AGAIN**

STEWARDSHIP = LIFETIME LOYALTY

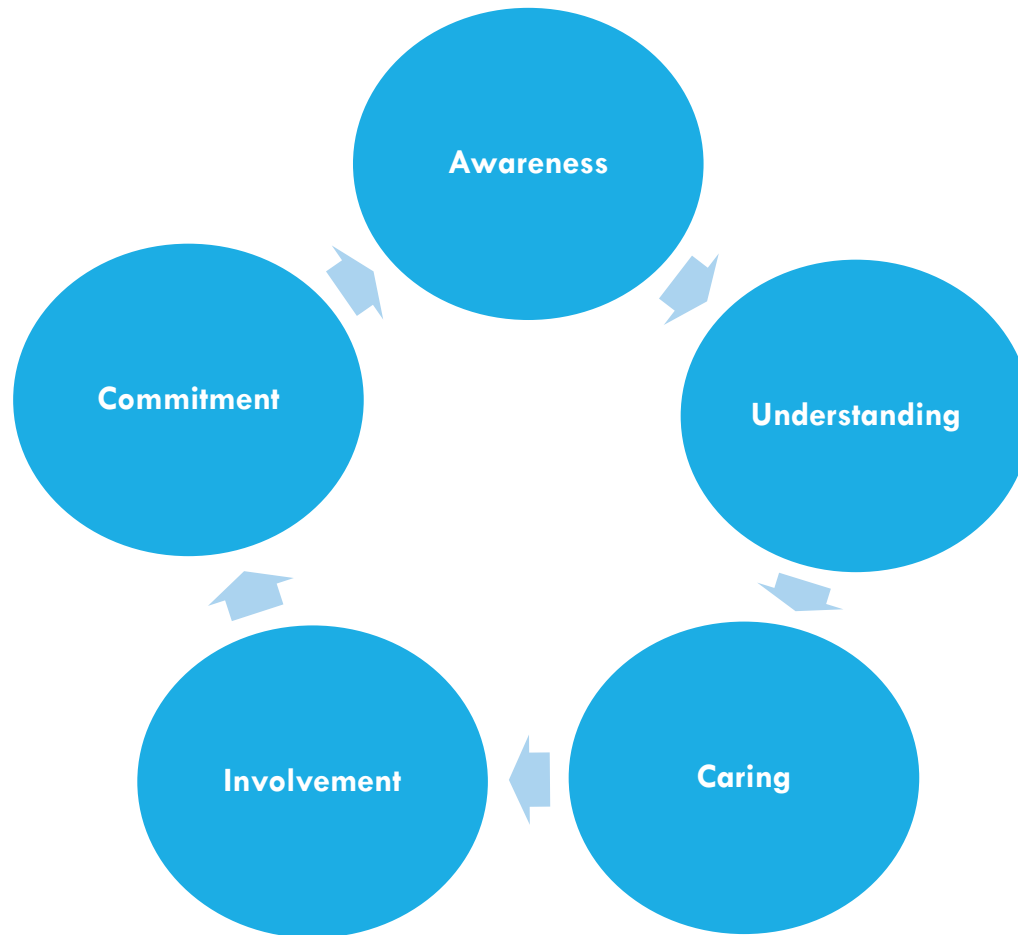
MVP- 5-7 moves a year

Remember to remember donors when you are not soliciting them

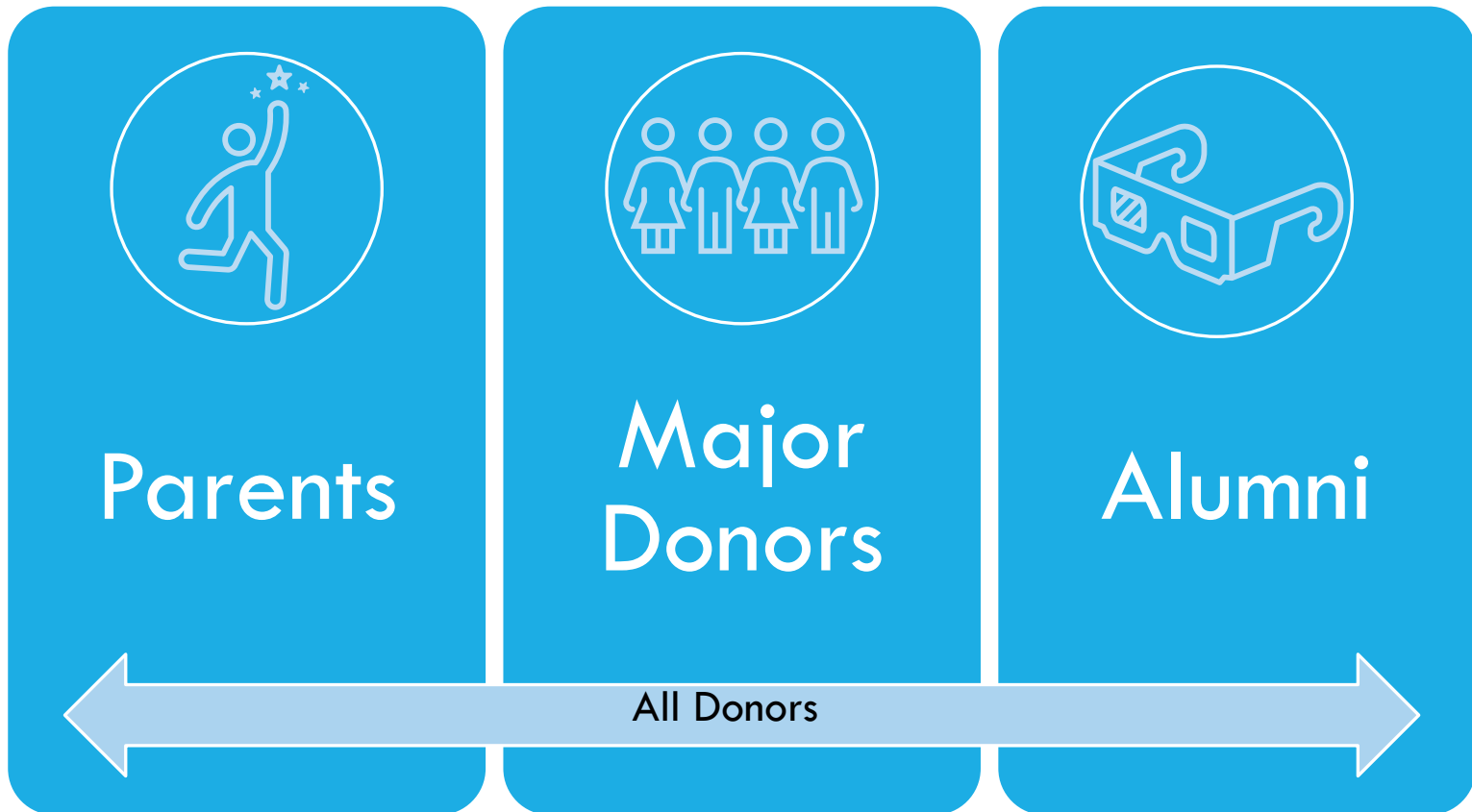
The best stewardship is easy, free, authentic and meaningful

STEWARDSHIP WITH PURPOSE

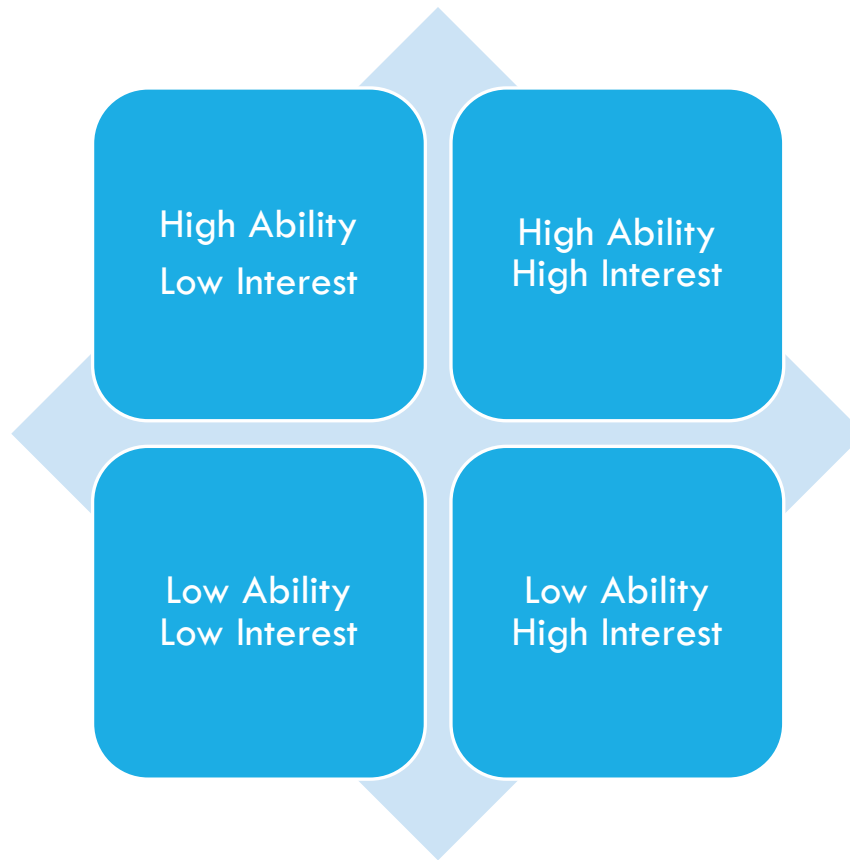
Moves management is a term used primarily with the non-profit sector in relationship to donor development. It refers to the process by which a prospective donor is moved from cultivation to solicitation.



SEGMENTATION BY IDENTITY



SEGMENTATION BY CAPACITY AND INCLINATION



Who do we spend time with?

Ability to make a major gift today?

Interest in making a gift later?

WHAT DOES A STEWARDSHIP PLAN LOOK LIKE?

Best practice is 5-7 stewardship moments. In some cases, it can be as many as 15.

What's the reality for your camp?



RIGHT SIZE YOUR STEWARDSHIP PLAN:

MINIMAL VIABLE PRODUCT

All Donors (3)

Major and Legacy
Donors (2)

Alumni
(1)

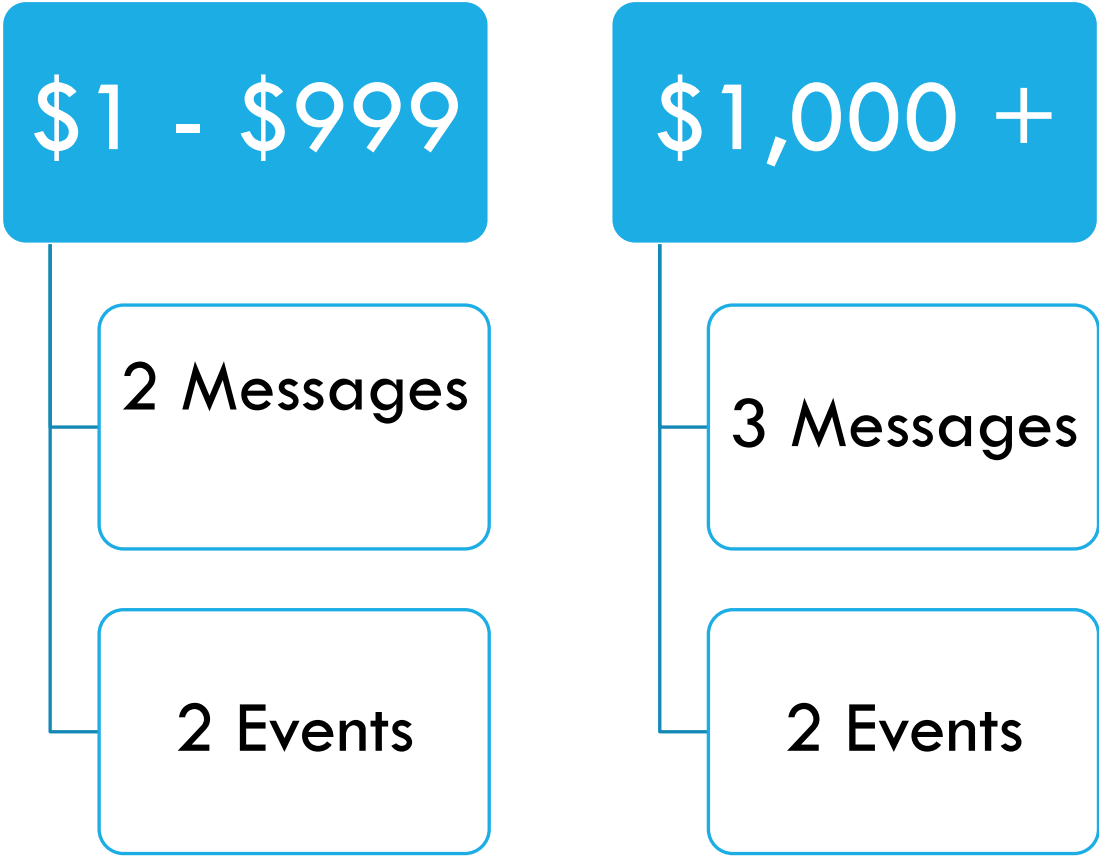
Parents (1)

Counselors (1)

Grandparents
(1)

RIGHT SIZE YOUR STEWARDSHIP PLAN:

MINIMAL VIABLE PRODUCT



COMPONENTS OF A GREAT PLAN INCLUDE:

Appreciation/Recognition

Experiences and Engagement to Deepen Relationships for Retention and Upgrade

Donor Stewardship Communications

Leadership Opportunities

Unique Touch Points

CREATING A PLAN THAT WORKS FOR YOUR CAMP

One Direction Stewardship

- Birthday greetings
- Email newsletters
- Rosh Hashanah Cards
- Reports on impact of previous gifts
- Social media

Two Direction Stewardship

- 1:1 meetings
- Events/experiences
- Phone calls
- Texts
- Leadership/volunteer roles

STEWARDSHIP RULES

Donors must feel that they matter- and not just for their gift

Impact – what difference their previous gifts made- matters most

Personal connections in this new world are critical and much harder to achieve

Keep it simple and personal whenever possible

Watch the balance of activities – do you have the right mix

Create a plan that is right sized for your year-round staffing and volunteer structure

Don't forget- smaller gifts are your major donors of the future