



## Major Donor Engagement/Stewardship Menu

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### Purpose of This Menu

This list of engagement and stewardship activities supports your camp's full donor lifecycle—from early discovery through long-term stewardship. Use this sample document to create your own menu of options to engage your donors, and personalize each donor's experience based on their interests, motivations, and relationship with camp.

### 1. Leadership Engagement

*Use for both engagement and stewardship to build trust, visibility, and access*

- Coffee/lunch with Executive Director, CEO, or Board Chair
- Coffee with Camp Directors or senior professional staff
- Meet "Rising Stars" (emerging leaders)
- Invite to speak at Board or Development Committee meetings
- Invitation to join board, committee, or task force
- Post-gift update meetings with leadership

### 2. Site Visits & Camp Experiences

*Immersive experiences that build emotional connection and showcase impact*

- Special Shabbat invitations
- Family Camp or Alumni Day
- Participate in camp traditions or seasonal events
- Special facilities tours
- Celebrations and milestones
- Volunteer work projects
- Groundbreakings, openings, ribbon-cuttings

### 3. Communications, Reports & Storytelling

*Education, transparency, visibility, and impact follow-through*

- Project update and impact reports
- Outcome summaries, next steps, lessons learned
- Media coverage and public recognition
- Newsletter or annual report features
- Donor interviews or spotlights
- Testimonials (Why I Give, My Camp Story)
- Thank-you videos/notes from staff or campers



**Major Gifts**  
FOR YOUR CAMP



#### **4. Events & Invitations**

*Relationship-centric invitations that make donors and prospects feel seen and valued*

- Personalized invitations to camp events
- Project-related meetings or celebrations
- Speaking opportunities at special events
- Donor Shabbat recognition

#### **5. Tap Their Expertise**

*Meaningful involvement aligned with a donor's professional interests or passions*

- Guest speaker for camp staff or committees
- Teach a class or offer specialized training
- Serve as faculty at camp
- Write an article or blog post

#### **6. Recognition & Naming**

*Formal stewardship opportunities that honor generosity and deepen commitment*

- Donor listings (print, web, physical spaces at camp)
- Donor profiles in publications
- Naming opportunities (spaces, programs, positions)
- Recognition during events or ceremonies

#### **7. Personalized Care & Relationship Touchpoints**

*Small-but-powerful gestures that communicate authentic care*

- Birthday or holiday card/video
- Life milestone acknowledgements
- Professional accomplishment recognitions
- Condolences and support during difficult times
- Camper thank-you notes/videos