



FOOD FOR THOUGHT: STEWARDSHIP

On-line Discussions with Nonprofit Board & Executive Staff Members

Raising Revenues: Stewardship

Thought Leaders:

Invited Guest : Robbe Healey, Founding Member, Aurora Philanthropic Consulting

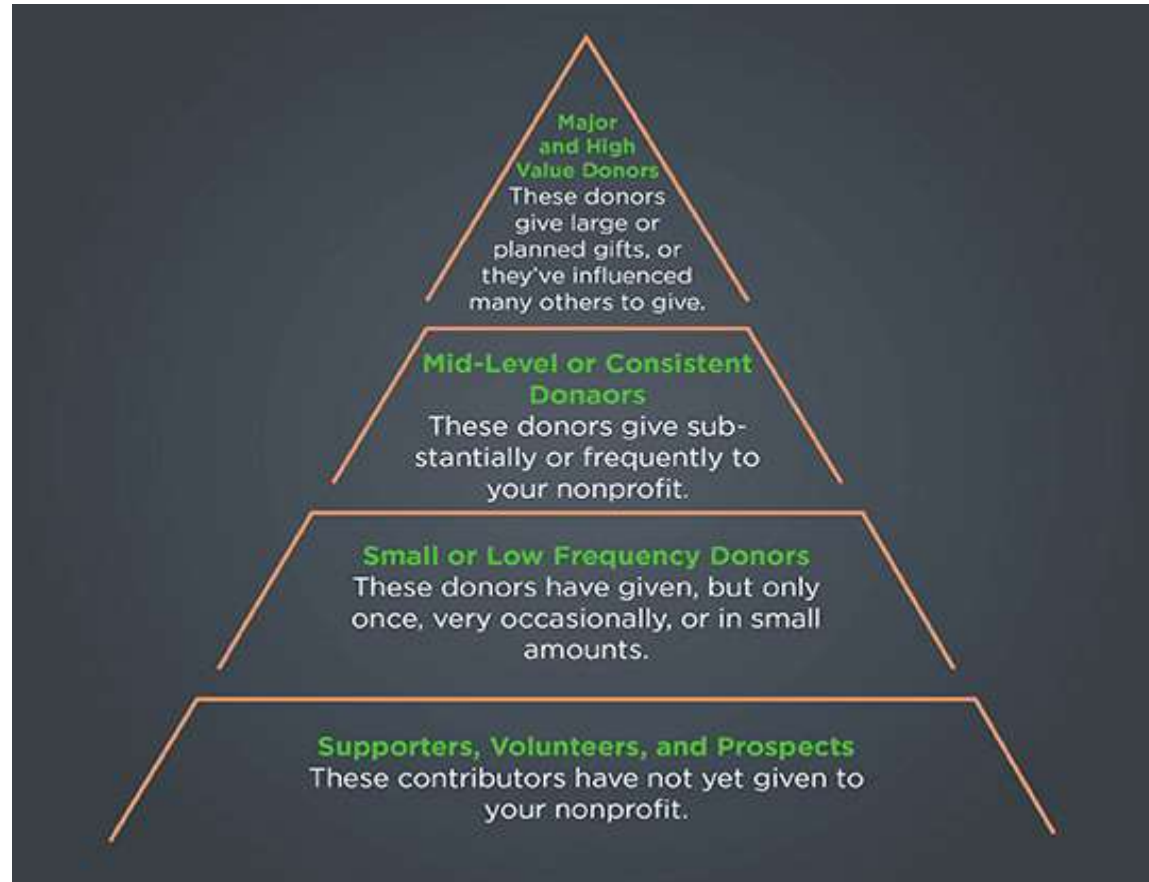
Beth Harper Briglia, EVP Philanthropy Services

Chester County Community Foundation

What is Stewardship ?

- Stewardship refers to the activities employed to build strong donor relationships.
- A successful stewardship program strengthens donor relationships at every giving level – not just focused on today's donors, but also focused on the development and retention of tomorrow's donors.
- Stewardship is more than simply thanking donors for their gifts; it's a philosophy grounded in sincere efforts which recognize the investment that donors are making to achieve mission of your organization. It is recognizing their interest in being a partner to your organization in achieving success.
- Stewardship is honoring a donor's generosity and demonstrating how their gifts make a difference.

What is Stewardship ?



Source: qgiv.com

Donor Retention Rates



As identified in [The Non-Profit Recurring Giving Benchmark Study](#), monthly giving/recurring donors have a retention rate of 90%. They are the most valuable donors – they stick around for longer and therefore have a higher lifetime value to your organization. They are vital to long-term sustainable growth.

CHESCO NPO CRISIS MANAGEMENT - SURVEY RESPONSES

Survey = <https://www.surveymonkey.com/r/CCCF-nonprofitchecklist>

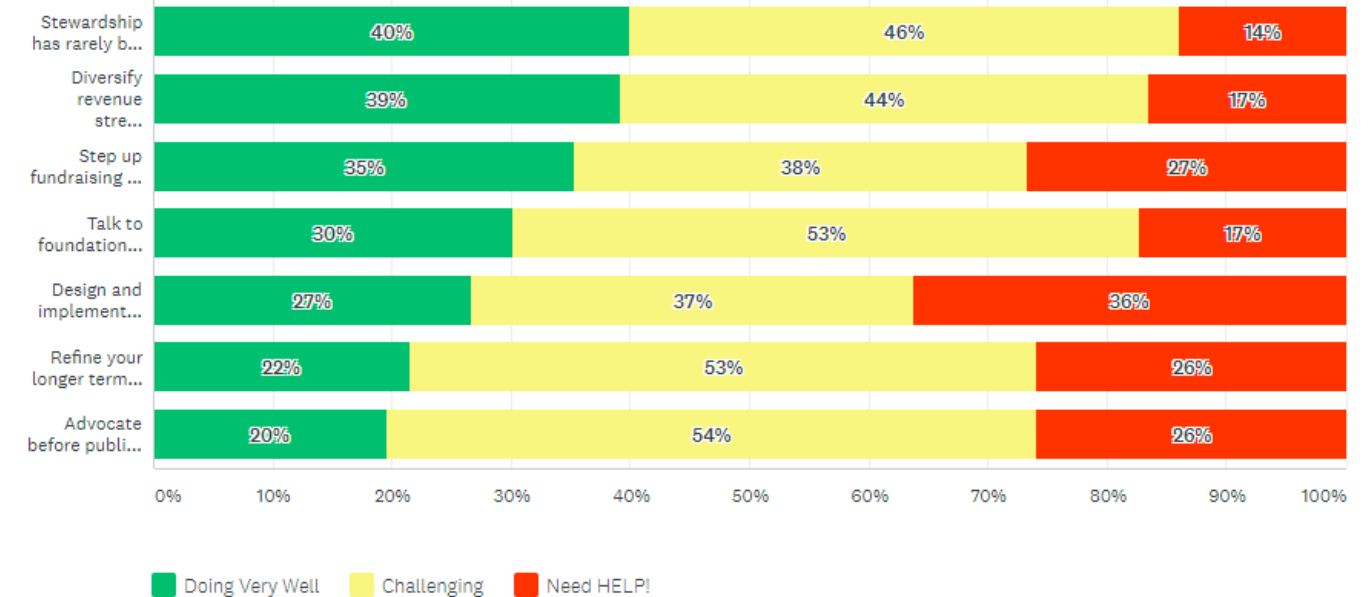
RESPONSE SUMMARY = <https://www.surveymonkey.com/stories/SM-83VLV3B9/>

□ Doing Very Well □ Challenging □ Need Help

- Stewardship has rarely been more important. Reach out and talk to major donors.
- Diversify revenue streams by seeking new sources of funding that will be available because of the pandemic. Keep an eye out for rapid-response funding efforts by foundations, United Ways, and others during this crisis, and apply as appropriate.
- Step up fundraising to respond to this crisis, recognizing that economic market decline and uncertainty will concern most donors. Listen to donors; let their feedback guide you as to when to restart the solicitation of both big and small gifts.
- Talk to foundation program officers, both those who have supported you and those who might. Seek to loosen restrictions on current grants to deal with this crisis.
- Design and implement virtual special events, to take the place of in-person fundraising events. Brainstorm ways to keep them fun and sociable online.
- Refine your longer term special events that require large in-person gatherings. Consider smaller groups and virtual options.
- Advocate before public officials to restore aid, provide new types of funding, or both.

RAISING REVENUES

Answered: 116 Skipped: 21



CHESCO NONPROFIT MANAGEMENT SURVEY: A CHECKLIST

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IMMEDIATE PHILANTHROPIC IMPACT

- One in four NPOs cite a decline in fundraising since the start of the pandemic. However, one in four saw no changes and 15% noted an increase, notably health and human service organizations
- Religious and cultural organizations have been most significantly impacted seeing a significant decline in donor revenue
- Over 50% of NPOs surveyed have launched special appeals in response to COVID-19
- Nearly 80% expect a decline in fundraising results for the remainder of 2020
- Most NPOs plan to continue with major pre-existing campaigns with appropriate modifications – mostly those already in process or contracted

■ *Source – CCS Survey April 20th – May 1st*

Will We Assume Our Donors:

1. Are very stressed?
2. Don't Love us any more?
3. Abandoned our mission?
4. Don't want to hear from us?
5. Can't give now?
6. Won't give?
7. Won't take a call?
8. Other?

1. Are very stressed?
2. Still love us?
3. Still care about our mission?
4. Want to know how we are doing and how we are helping?
5. Can or maybe can't give now?
6. Will give if they can?
7. Would love to get a call?
8. Other?

NPO Crisis Management – A Checklist

- Stewardship has rarely been more important. Reach out and talk to major donors
 - ☐ Doing or have done
 - ☐ Actively considering
 - ☐ Need to consider
- Diversify revenue streams by seeking out new sources of funding –i.e. special response funds
 - ☐ Doing or have done
 - ☐ Actively considering
 - ☐ Need to consider

Source: Nonprofit Crisis Management Checklist- Chronicle of Philanthropy, April ,2020

NPO Crisis Management – A Checklist

- Step-up fundraising. Listen to donors; let feedback guide you as to when to start the solicitation of gifts – large and small
 - ☐ Doing or have done
 - ☐ Actively considering
 - ☐ Need to consider
- Advocate before public officials to restore aid, provide new types of funding or
 - ☐ Doing or have done
 - ☐ Actively considering
 - ☐ Need to consider
- Talk to foundation program officers – current and prospective – seek to loosen restrictions
 - ☐ Doing or have done
 - ☐ Actively considering
 - ☐ Need to consider

Source: Nonprofit Crisis Management Checklist- Chronicle of Philanthropy, April, 2020

What are effective stewardship strategies during COVID_19 ? Thank donors of course-

☐ Think one on one

- Call your donors
- Write personal notes
- Be personal, empathetic
- Engage your Board, volunteers, staff in this task

☐ Be mission centric in communications

- Use videos, zoom, blogs ,visual images, info-graphics
- Illustrate the NPOs mission in action
- Share impact of their gifts today and share with them information on tomorrow's needs – at least what you know
- Don't forget the “lighter” elements

What is effective stewardship during COVID_19 ?

☐ Tell Stories

- Narrative storytelling is among the best ways to keep your donors engaged. Communication

☐ Send messages from Board, staff , volunteers and clients

- Thank your donors in unique ways

☐ Seek Advice

- "Ask for a gift, and you will get advice, but ask for advice, and you will make it easier to get a gift." - Anonymous fundraiser

Respect Generational Differences in Philanthropic Communications and Giving Patterns

	Silent Generation	Baby Boomers	Generation X	Millennials or Generation Y	Generation Z
Birth Years	1900-1945	1946-1964	1965-1979	1980-1994	1995-2012
Influencers	WW II Great Depression Rise of Corps Space Age	Civil Rights Vietnam War Cold War/Russia Space Travel	Watergate Energy Crisis Moms work Increased divorces	Digital Media School Shootings AIDS 9/11 and terrorist attacks	Smartphones and technological access Globalization Terrorist attacks
Fundraising Tips	One on one mtgs Traditional solicitation strategies: planned giving and financial management tools No email fundraising Letters and meetings	Engage them so they find fulfillment Your organization may be a place to volunteer in retirement Offer more aggressive financial planning tools One on one mtgs Telephone Sometimes email	Engage them quickly (often with humor) let them see how they can make a difference Connect w/issues they care about: families and environment. Messages can be delivered by technology but need to be short and to the point.	There are 75 million millennials in the US Ask their opinions and engage them in focus groups Encourage them to use their networks-to raise funds for causes that interest them and their peers. Act fast on their interest or you will lose them.	They will not wait for information and acknowledgement because they know they can get it elsewhere. Encourage them to use their networks-to raise funds for causes that interest them and their peers. Text and social media vehicles

Stewardship – Best Practices

- Segment your donor database to “capture” donor characteristics – stewardship segments
- Tailor your communications to donors in stewardship segments.
- Create stewardship plans for your targeted donors
- Use a CRM database (integrated as possible) to maintain stewardship profiles
- Use donor contact automated tools to maintain regular stewardship.
- Employ your Board, staff and volunteers in maintaining regular stewardship strategies (*Ambassador to Steward Continuum*)
- Engage (and re-engage) donors with relevant stewardship opportunities.

Authentic stewardship is delivered with respect for the donor and genuine gratitude for the gift

- ❑ Timely response times to *all* inquiries
- ❑ For major donors as feasible – a conversation before the gift is secured
 - What do you want to accomplish with your charitable gift ?
 - How can we steward your gift in the most meaningful way?
- ❑ A phone call within 48 hours of receiving the gift – just a thank you. A meaningful acknowledgement letter within five days of receiving the gift
- ❑ A demonstrated way to show the impact to the donor of their gift
- ❑ Continued –low cost- personal touches

Effective stewardship is a philosophy

ADDITIONAL RESOURCES

- ❑ The Center for Disaster Philanthropy, Candid, and the Indiana University Lilly Family School of Philanthropy report on US Household Disaster Giving:
<https://www.issuelab.org/resources/34757/34757.pdf>
- ❑ More information about how Americans give after a disaster:
<https://www.Theconversation.com/american-generosity-after-disasters-4-questions-answered-83277>
- ❑ 21 Touches on Planned Giving Prospect - <https://plannedgiving.com/wp-content/uploads/Infographic-21-touches.pdf>
- ❑ Communicating with Donors During a Maelstrom: Practical Wisdom on When, What, Who, How and How Often - <https://blueavocado.org/fundraising/communicating-with-donors-during-a-maelstrom-practical-wisdom-on-when-what-who-how-and-how-often/>
- ❑ Nonprofit Fundraising Survey – Impact of COVID-19 – April 20 – May 1, 2020 – CCS Fundraising-
<http://go2.ccsfundraising.com/CCSPhilanthropicClimateSurvey-1stEdition.html>
- ❑ *Source: Nonprofit Crisis Management Checklist- Chronicle of Philanthropy, April, 2020*
<https://www.philanthropy.com/article/Nonprofit-Crisis-Management-A/248467>



**HOPE TO SEE YOU NEXT
TIME!**

**PLEASE INVITE BOARD &
SENIOR STAFF COLLEAGUES**

REGISTER AT

chescocf.org/explore/food-for-thought/

 **Food For Thought** 

Online Video Discussion of
Nonprofit Crisis Management Topics

Best Practices in Tough Times Designed
for Nonprofit Senior Staff & Board Members




Log on from home
Tuesdays from 1:15-2:15 PM

Topics

- 6/9** Back to Work: Reopening Chesco Nonprofits Safely
- 6/16** Back to Work: Reopening Chesco Arts & Culture Nonprofits Safely