

Attachment A – Types of Donor Stewardship Activities

Receipts and Acknowledgements (see Gift Receipts and Acknowledgement Policy)

- Performed initially by Advancement Services
- Letters/e-mails thanking donors can be prepared by any University office having an interest. Make sure communications are timely and professional. Involve students where appropriate.

Recognition

- Branding of printed materials
- Gift anniversary
- Halls of Fame/Honor Rolls
- Mementos, keepsakes, or photographs. Items should be of nominal value. Make sure these are given voluntarily and not promoted as part of a “package” of giving at a certain level.
- Naming (refer to the Naming Policy)
- News releases/articles
- Signage during events
- Websites

Access to Leadership:

- Advisory groups
- Back-to-class
- Events (see below)
- Phone calls
- Visits may involve campus visits (tours) or visits to the donors’ site. Consider the level of past gifts and future potential, and connect that to the person(s) making the visits.

Invitations to Celebrate:

- Events to connect scholarship donors with recipients
- Dinners or luncheons (i.e., Distinguished President’s Trust)
- Engagements with students, faculty, and staff to highlight impact/accomplishments
- Lectures/shows
- Opening/groundbreaking Receptions
- School/unit/sporting events

Show Accountability:

- Impact or Status Reports
- Endowment Reports (see Attachment C)

Other Communications:

- Birthday/Anniversary/Holiday Cards
- Respond to alumni, donor, and friend requests promptly and professionally.

NOTES:

- Most of the activities noted above should also necessitate contact reports in Banner
- Respect the privacy of our students, faculty, and alumni by gaining their permission before releasing information.