



Harnessing the Power of “THANK YOU” to Raise More Money



Strategic Nonprofit Alliance Partnership

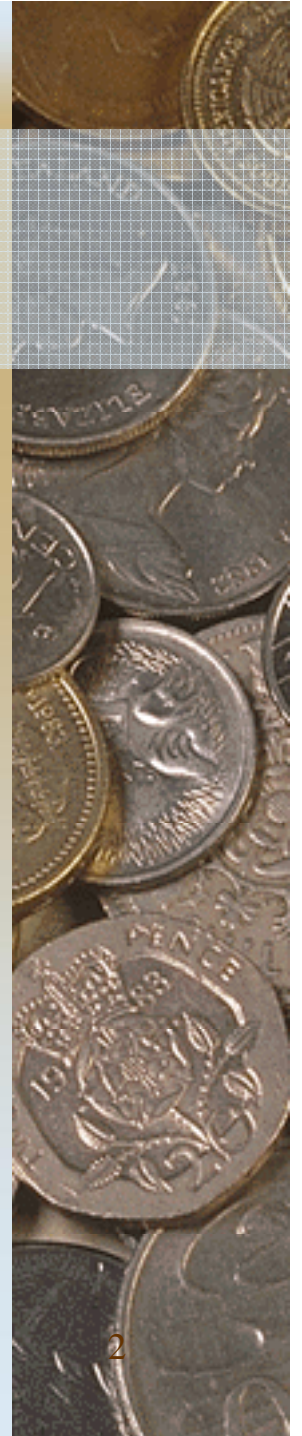
Daytona Beach, Florida

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**Alyce Lee Stansbury, CFRE
Stansbury Consulting LLC**

Learning Objectives

- Learn definition of stewardship
- Understand role of stewardship in fund development program
- Learn data and research that validates importance of stewardship
- Acquire ways of saying thank you well and often
- Understand short & long-term benefits of effective stewardship



*“Fundraising is the gentle art
of teaching people
the joy of giving.”*

*Hank Russo,
Achieving Excellence in Fundraising*

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Why Stewardship?

- Complaints/fears: donors aren't giving
- *“What I Got when I Gave”* by Kivi Leroux Miller
- *365 Thank You's: The year a simple act of daily gratitude changed my life* by John Kralik
- *“Donor Centered Fundraising”* by Penelope Burk
- My Stewardship Experiment



What is Stewardship?

- Stewardship = development
- Delivering on the promise charity made when asked for gift and donor gave
- First step to next gift which is source of **PROFIT** in fundraising



What does research say?

- Board calls w/in 48 hours: 39% gave more
 - Every 10th gift
 - 4 months testing period
 - 2 years – 6 more solicitations
 - Test group results

Penelope Burk “Donor Centered Fundraising”

Stansbury Consulting LLC 2011



What does research say?

- Fundraising programs spend:
70% on “churn”
30% on donor retention
- 65% attrition between first and second gift (50% 10 years ago when first researched)

Penelope Burk “*Donor Centered Fundraising*”

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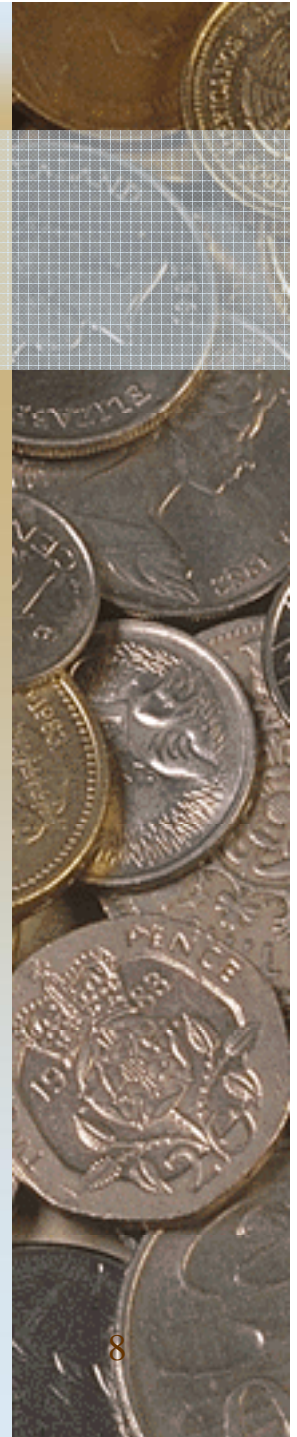


Reality check...

- Most fundraisers excel at donor acquisition and fail at donor retention
- More donors you have, less \$ you make (b/c of cost to raise a \$1)
- Biggest problem in fundraising?

Penelope Burk *“Donor Centered Fundraising”*

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First time gifts...

- Only time the “ask” is 100% reason why they gave
- All other gifts: stewardship and communication
- 70% of donors give lowest amount they can give

Penelope Burk “*Donor Centered Fundraising*”

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Donors want 3 things from
organizations they support

#1

Prompt, meaningful gift
acknowledgement



3 Things Donors Want

- Prompt: within 48 hours
- Meaningful:
 - Stands out from the others
 - Not the norm
 - Signed by the “right” person

Penelope Burk “*Donor Centered Fundraising*”

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Make Stewardship a Priority

“Give higher priority to your thank you notes than to any other piece of communications you work on.”

Kivi Leroux Miller

“Thank your donors three times as often as you ask.”

Network for Good Learning Center

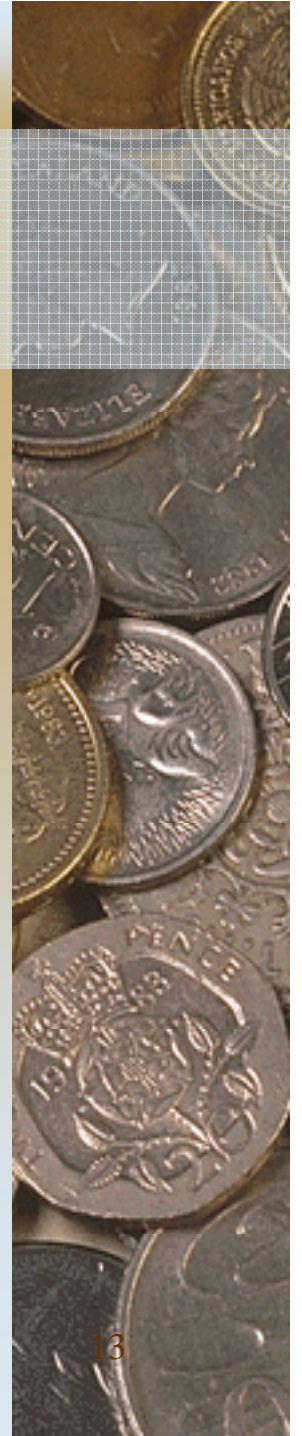


Best acknowledgement EVER

- ONE paragraph (really)
- Hand written
- Signed by the right person
- Focused on the Donor (not the donation)
- No return envelope
- Standard IRS language on separate paper inserted inside the note

Penelope Burk, *“Donor Centered Fundraising”*

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It's not about you...

*“Replace at least one sentence that's about **you** with one that's about **your donor.**”*

-Jeff Brooks

How to Raise a Lot More Money Now

www.fundraising123.org

Stansbury Consulting LLC 2011



Three things donors want...

#2

Designation of gift to
program/service/project more
narrow in scope than charity's
overall mandate

Penelope Burk *"Donor Centered Fundraising"*

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Three things donors want...

- Use designated giving to cement donor relationship thru 1st gift
- Build donor trust over time
- Donors will give w/fewer strings over time & @ higher levels

Penelope Burk “*Donor Centered Fundraising*”

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Three things donors want...

#3

Measurable results on last gift before being asked again

Penelope Burk “*Donor Centered Fundraising*”

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Ways to prove...

Tool #1: Test this theory

Tool #2: Know what money was spent on last year

Tool #3: Target/segment donors



After donor makes first gift...

- Before they give: interested outsider
- After they give: interested investor

Stop focusing on *quantity* and
start focusing on *quality*
of donor relationship

- Penelope Burk “*Donor Centered Fundraising*”



Research confirms:

- Recognition events make people feel uncomfortable
- Donor lists don't work
- What donors detest the most
- We've trained donors to have very low expectations

Penelope Burk "*Donor Centered Fundraising*"

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My Stewardship Experiment

- Ten \$20 unsolicited gifts
- Mailed 2/25/11
- 5 Health & Human Services
- 3 Arts & Culture
- 1 Environmental
- 1 Education

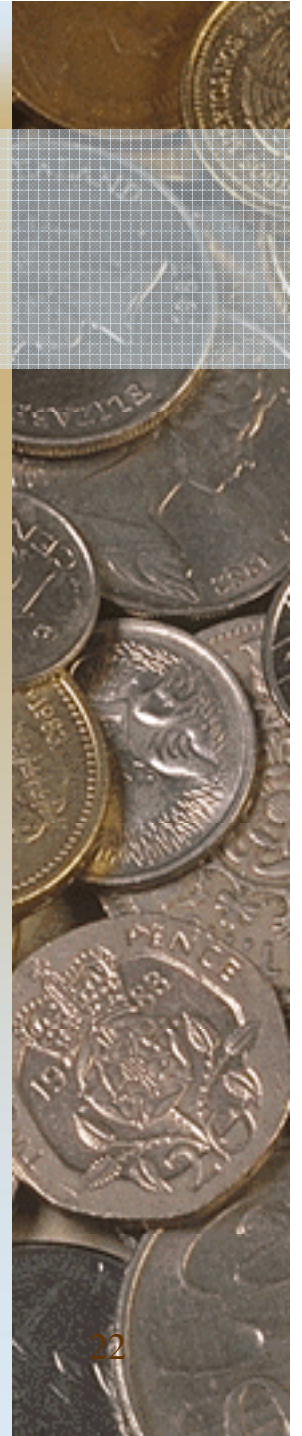
- 1 national; 2 affiliates; 7 local

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My Stewardship Experiment

- Within 48 hours
- Within 5 days
- Within 10 days
- Within 15 days
- Within 30 days
- Within 60 days



My Stewardship Experiment

Hand written notes:

Form Letters:

Signed by volunteer:

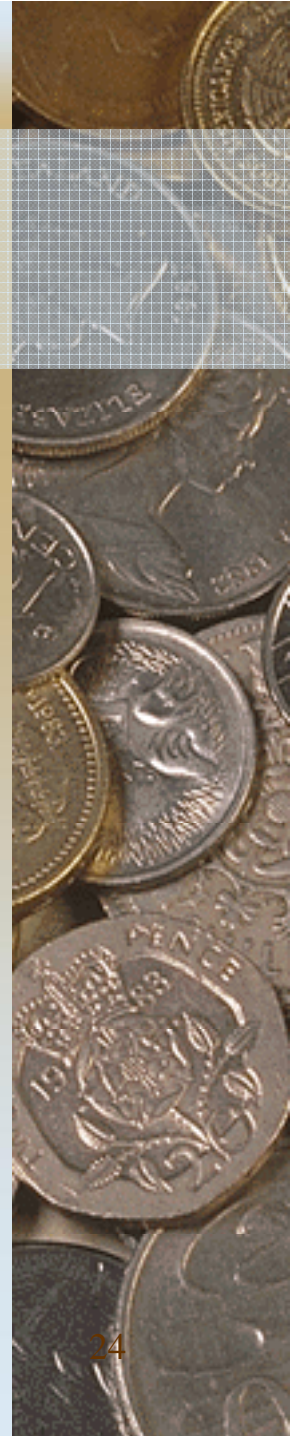
Phone calls:

Follow-up:



John Kralik's Ideal Thank You Note

- Mention the gift
- How gift changed your life
- Importance of friendship
- Praise their care
- Change focus from gift to the giver
- Write from the heart
- Handwritten = feels like sincere gratitude



Best Thank You Notes...

“...will stir in the recipients’ hearts the knowledge that their gesture was truly appreciated and even inspire the desire to give again, knowing that they will be thanked and appreciated.”

-John Kralik

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Thank You & Good luck!

Please share your stewardship
experiences (good & bad)
with me!

Alyce Lee Stansbury, CFRE

Stansbury Consulting LLC

(850) 668-2569 (Office)

alycelee@stansburyconsulting.com (Email)

www.stansburyconsulting.com

www.linkedin.com/in/alyceleestansbury

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Resources

- **Penelope Burk** “*Donor Centered Fundraising*”. Cygnus Applied Research. www.donorcentered.com
- **John Kralik** “*365 Thank Yous: The Year a Simple Act of Daily Gratitude Changed My Life.*” 2010. Hyperion.
- **Kivi Leroux Miller**
www.nonprofitmarketingguide.com
- **Network for Good Learning Center**
www.fundraising123.com

