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Thanking Your Donors from Day One

Rachel Hadley-Leonard – RHLConsulting



Hello!

Rachel Hadley-Leonard

- Background in education & marketing
- Teacher & Senior Leader– Maintained & Independent Schools
- Marketing in industry – Retail and Service Industry
- Marketing in schools – inc. Marketing Manager, Head of Marketing, Alumni Relations Manager, Director Development/Advancement
- Schools’ Development/Advancement & Marketing Consultant

Currently:

- Immediate Past Chair of Admissions, Marketing & Communications in Independent Schools (AMCIS)
- Judge for UK Times Educational Supplement Independent Schools Awards
- Judge for global InspirED Brilliance Marketing & Fundraising Awards
- Contributor to UK All Party Parliamentary Group for Independent Education
- Independent Schools’ Development & Marketing Consultant





What is Stewardship? – Definitions and Myths

It's about saying thank you

Showing gratitude to donors

It's about developing relationships

Constantly communicating your appreciation

It's about securing the next gift

Spending money to generate money

The way in which you acknowledge receipt of a gift from the very first gift, to the end of the relationship with your organisation



Why Say Thank You?

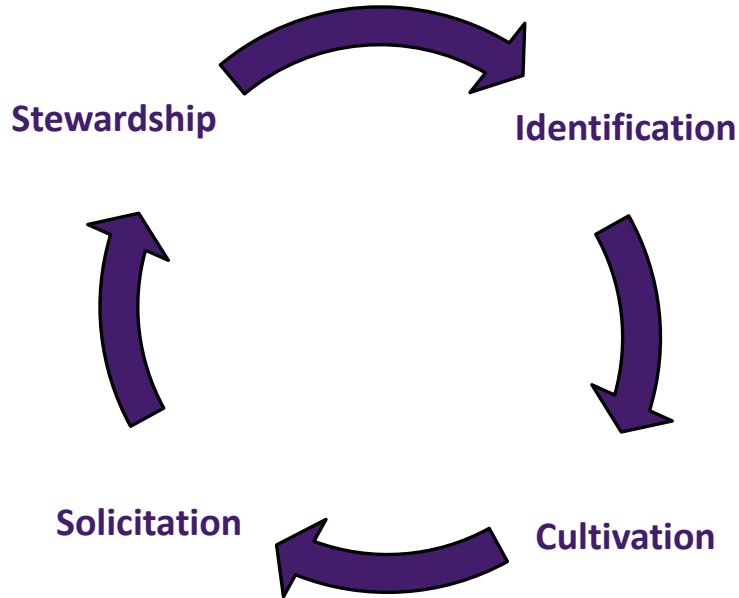
Appreciation

Relationship

Impact

Preparation (Renew and Upgrade)

Thanking Your Donors from Day One



It all starts here!
Knowing your
donors

Aforethought not afterthought!

Strategy

Stewardship Strategy

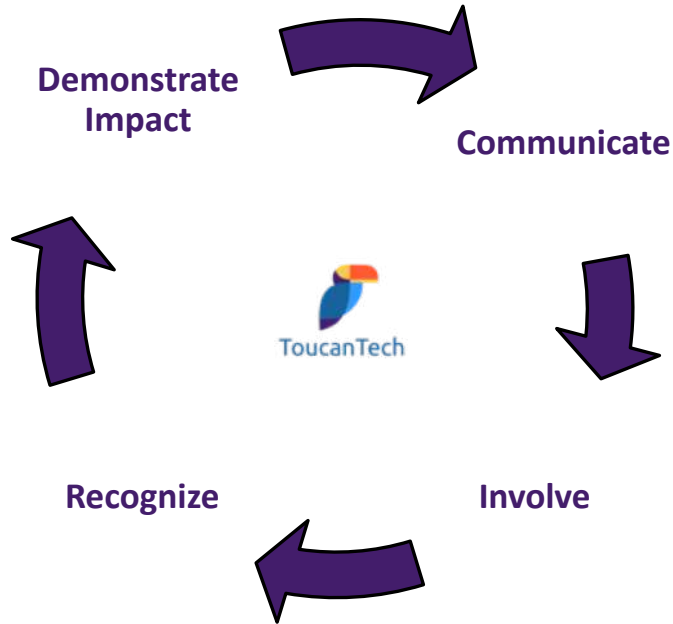
Communicate
Involve (Engage)
Recognize
Show Impact

CRM database



/ Moves Management

Stewardship Strategy





Mass vs Bespoke Stewardship

Customize, Customize, Customize

“As thoughtful and bespoke as your cultivation”

Graham-Pelton Consulting



Time v Money

All gifts are equal...But some are more equal than others?

Whose Job Is It Anyway?



The Head



**Chair of
Trustees/Governors**



**The Director of
Advancement**



Whose Job Is It Anyway?

“The attitude and commitment of the Headteacher is crucial to fundraising success”

Crowe Clark Whitehill

“Many wealthy philanthropists wish to interact with the equivalent of the CEO, as they would when carrying out any other significant business transaction. This doesn’t mean that the whole cultivation and solicitation process has to be managed by the Head, but there is an expectation they will be involved”

Graham Pelton Strategic Fundraising



Whose Job Is It Anyway?

Top 5 ways that Heads support Development Offices based on responses from all participating schools:

- Writing thank-you letters to donors
- Calling donors to thank them
- Writing ask letters to prospects
- Writing congratulatory letters to alumni
- Hosting/attending small dinners with prospects

Graham Pelton Consulting/IDPE Benchmarking Survey

Stewardship

Case Studies

Your Ideas

1. Thank you cake – replica of building & replica of major donor!
2. Donor Pin badges
3. Thank you calls from Bursary recipient
4. Written note of thanks from Bursary Recipients every 5 years
5. First anniversary of gift cards
6. Zero birthday cards i.e. 50/60/70/80 yrs of age
7. Alumni wine-maker provides gifts for donors
8. Alumni cheese-maker provides as gifts and at events
9. 80th birthday 'old school dinner' invitation
10. 25 More Ideas





Stewardship on a Budget

Handwritten cards/birthday cards/congratulatory messages
Photographs
Archive cuttings
Gifts from other donors
Telephone calls
Tours of school

Video

Underused and Underrated!

Wheaton College, Illinois
Carleton University, Ottawa
River City Foodbank, Sacramento



Thank You Videos

<https://www.youtube.com/watch?v=aLG1o28O88g>

<https://www.youtube.com/watch?v=9EzcgWLOXxA>

<https://www.youtube.com/watch?v=WG8QbLvCREA>

Thank
you



Questions?



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About ToucanTech

ToucanTech is an easy, affordable and beautiful fundraising CRM and website software to manage your supporter records, email newsletters, online payments, events, mentoring, careers and more!



Any questions?

Please contact Amy – amy@toucantech.com
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