

# *Donor Stewardship*



# *Stewardship*

*“The responsible overseeing and protection of something worth caring for and preserving.”*

**Board members are stewards of the DRC’s assets & resources, mission fidelity, and community trust & reputation.**



# *Donor Stewardship*

*“The cultivation, relationship-building and communication process that helps maintain and grow supporters’ sense of connection, involvement and impact.”*

Recognizing that donors and volunteers are critical assets and resources, all Board members and staff share responsibility for building and maintaining these relationships.



# *Refresher:* *Donor-Centric (vs. Activity-Centric) Fundraising*

Donor-centric fundraising focuses on relationships and each individual donor's values, interests and motivations for giving, rather than a particular fundraising activity or mechanism (event, appeal, etc.).

**Goal: “Commitment Donors”**



# *Refresher:*

## *Commitment Donors vs. Expectation Donors*

Commitment Donors are primarily motivated by their commitment to the organization and its mission.

Expectation Donors often give as a consequence of a giving expectation related to attending an event or Board service.



# *Examples of Commitment Donors*

**117 of the DRC's 2022 donors (55%) have given every year for the past 5 years.**

**68 donors (32%) have given faithfully every year for the past 10 years!**



# *Examples of Expectation Donors*

Event attendees who give small, one-time gifts at the event, but do not make subsequent gifts afterward, despite regular giving opportunities & appeals.

Board members who stop their giving after they leave the Board, despite regular giving opportunities & appeals









**In 2021:**

**The top 20% of DRC donors were responsible for 76% of total giving.**

**13 donors (the top 5%) generated 50% of total giving!**



# *Refresher:*

# *Giving is Personal*

Donor-centric fundraising focuses on relationships - on the values, interests, affinities and passions of each individual supporter, and how it aligns with our mission.

**Alignment = Commitment**



# *Refresher:*

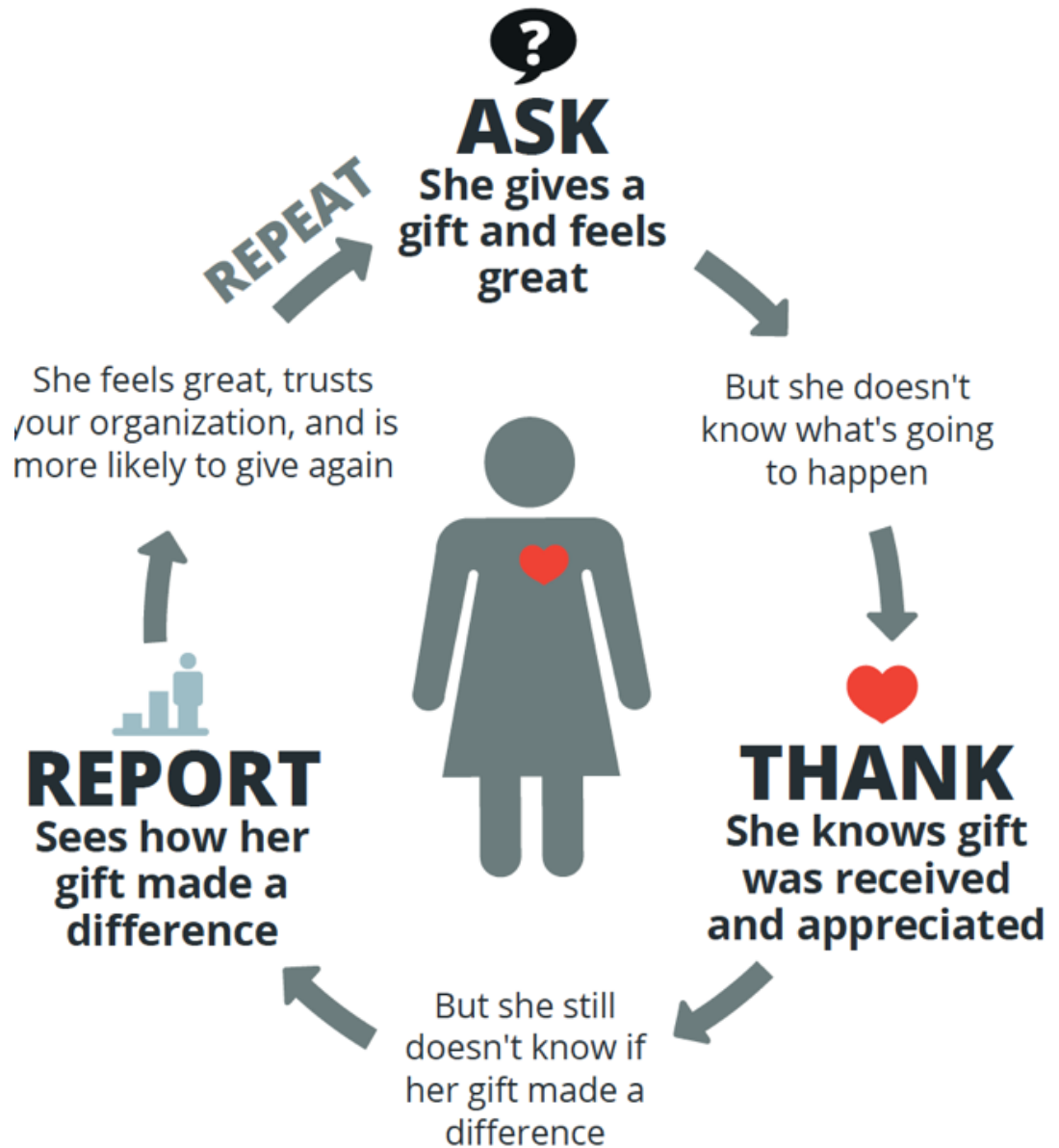
# *Giving is Personal*

Today, donors don't want to just be "ATMs".  
They want to be integrated with our organization and fully committed to our mission.

Treat them as "investors" and show them the impact of their investment.



# The Donor Stewardship Cycle



# The Donor Stewardship Cycle



# *Relationship-Building & Relationship-Management Goals*

**Acquiring New Donors**

**Retaining & Upgrading Current Donors**

**Re-engaging Lapsed Donors**



# Gratitude

Thank you! Thank you! Thank  
Thank you! Thank you! Thank  
you! Thank you! Thank you  
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# *Since Giving is Personal...*

*Acknowledgement of and  
Gratitude for that giving ideally  
should also be personal,  
heartfelt and authentic.*





*Donor  
Thank  
You Calls*

*Debrief &  
Gleanings*



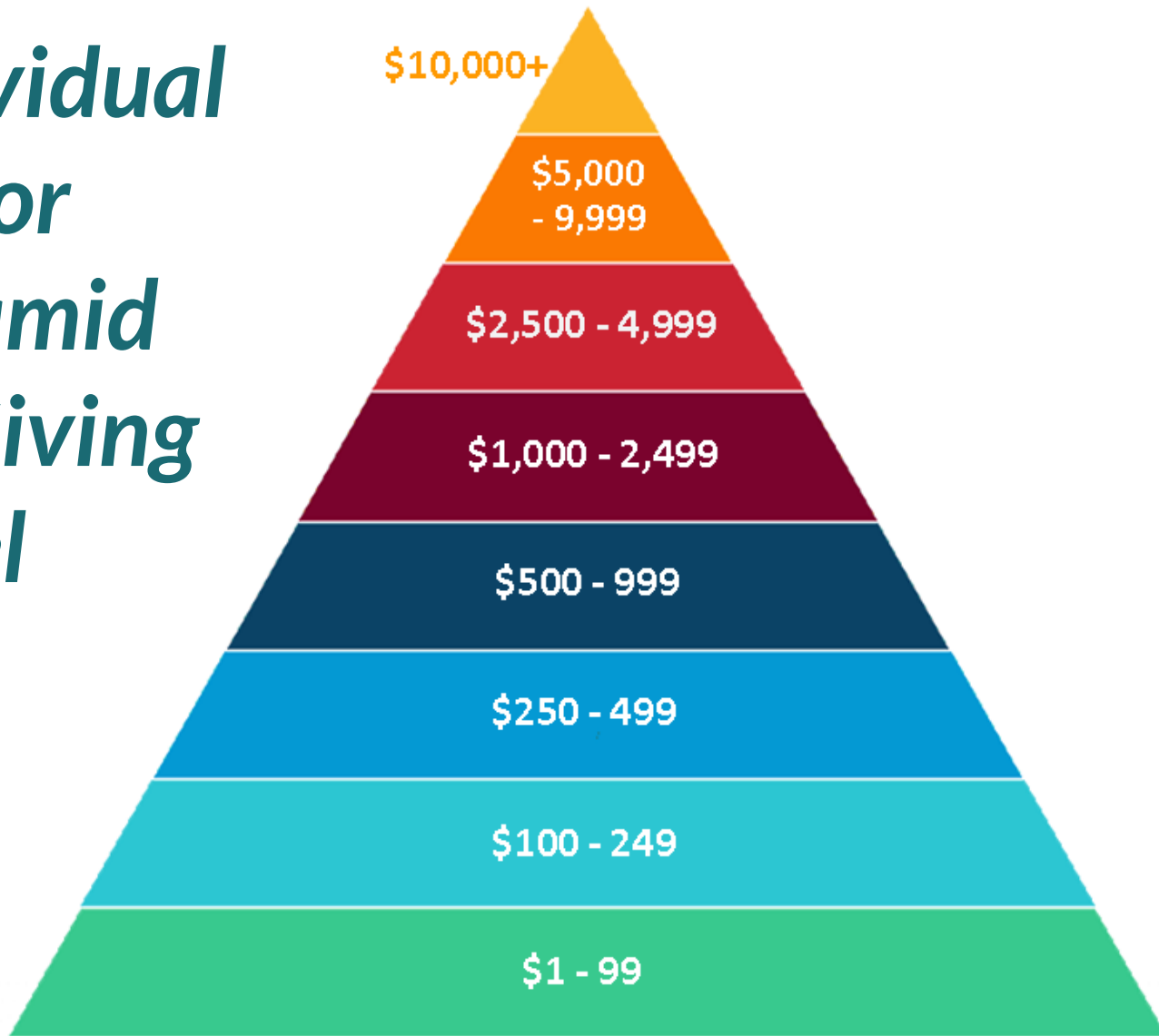
# *Exploring the Pyramids*



# “Universe” of Financial Supporters

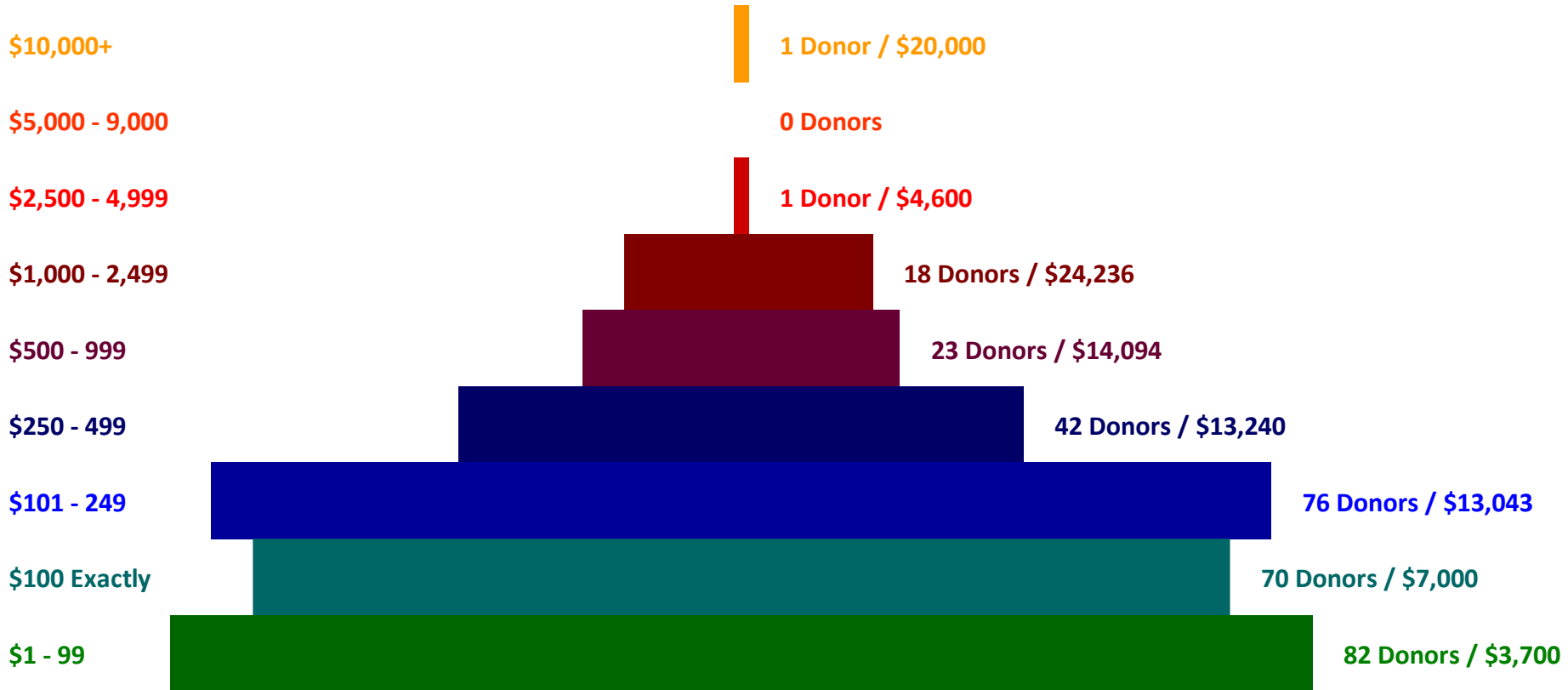


# Individual Donor Pyramid by Giving Level



# 2019 Donor Pyramid

Last "Toast" Year Before COVID

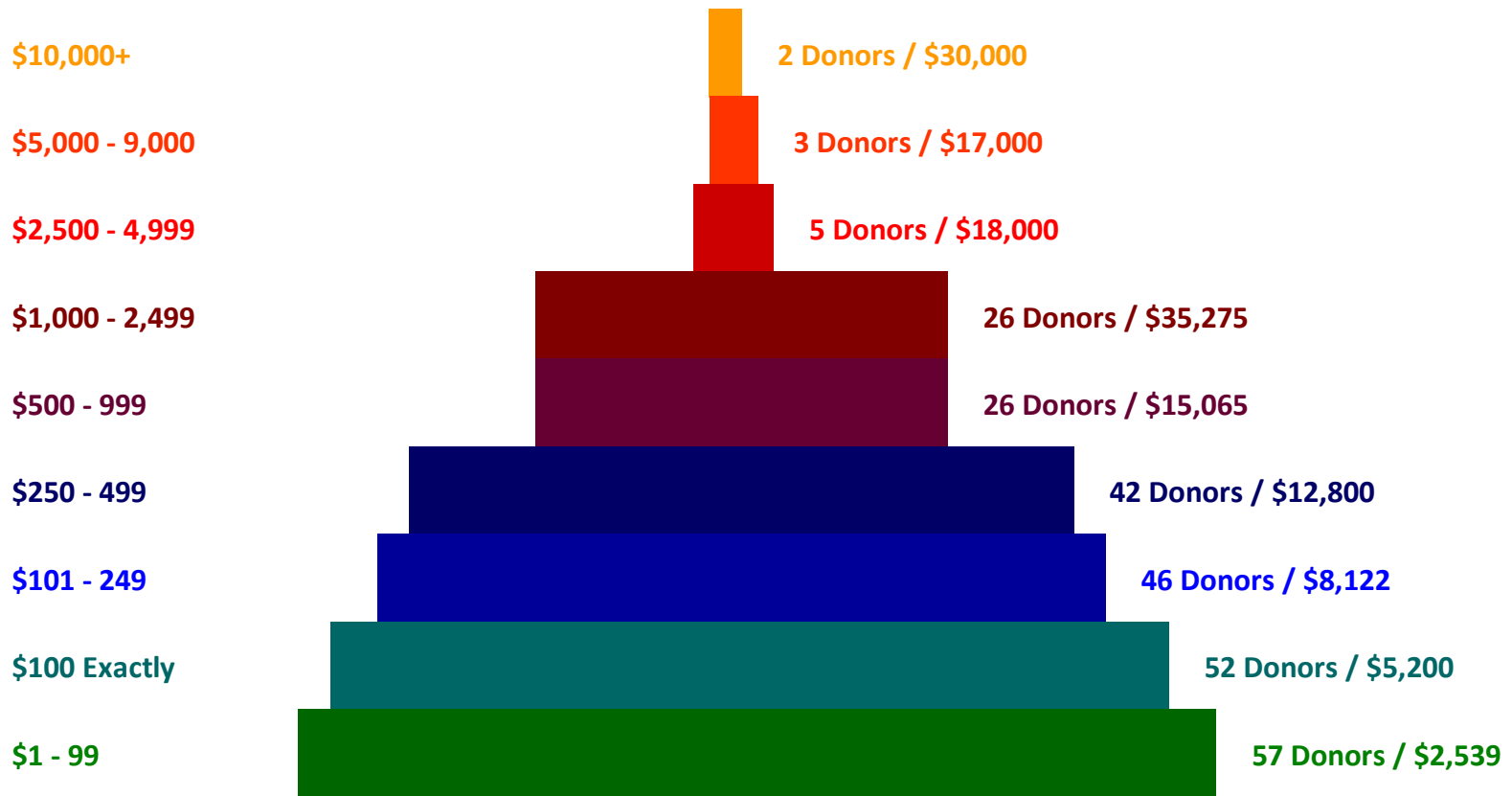


Total: 313 Donors / \$99,913 Average Giving/Donor \$319



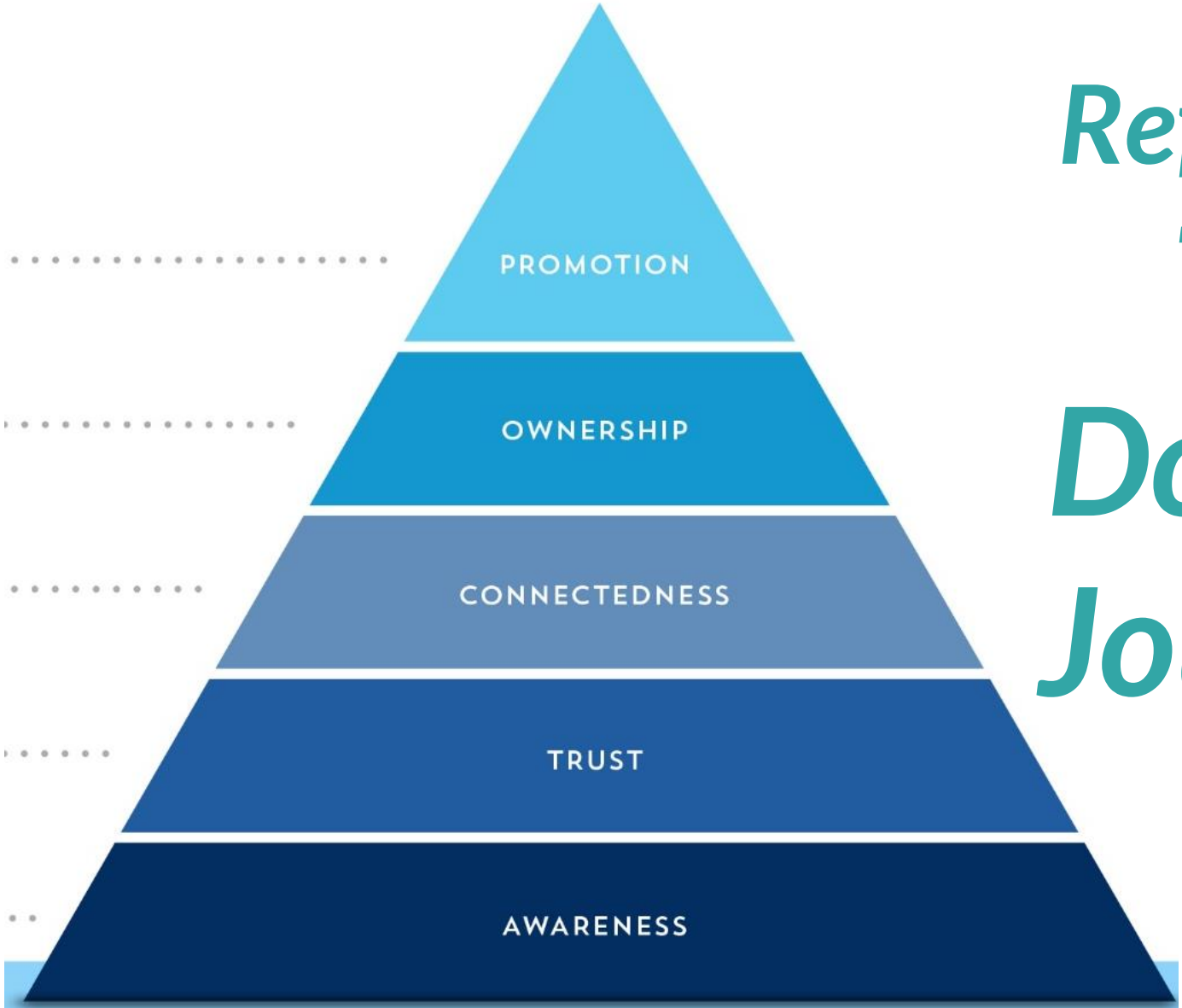
# 2021 Donor Pyramid

Year 1 of Capacity-Building Initiative



Total: 256 Donors / \$143,816 Average Giving/Donor \$562

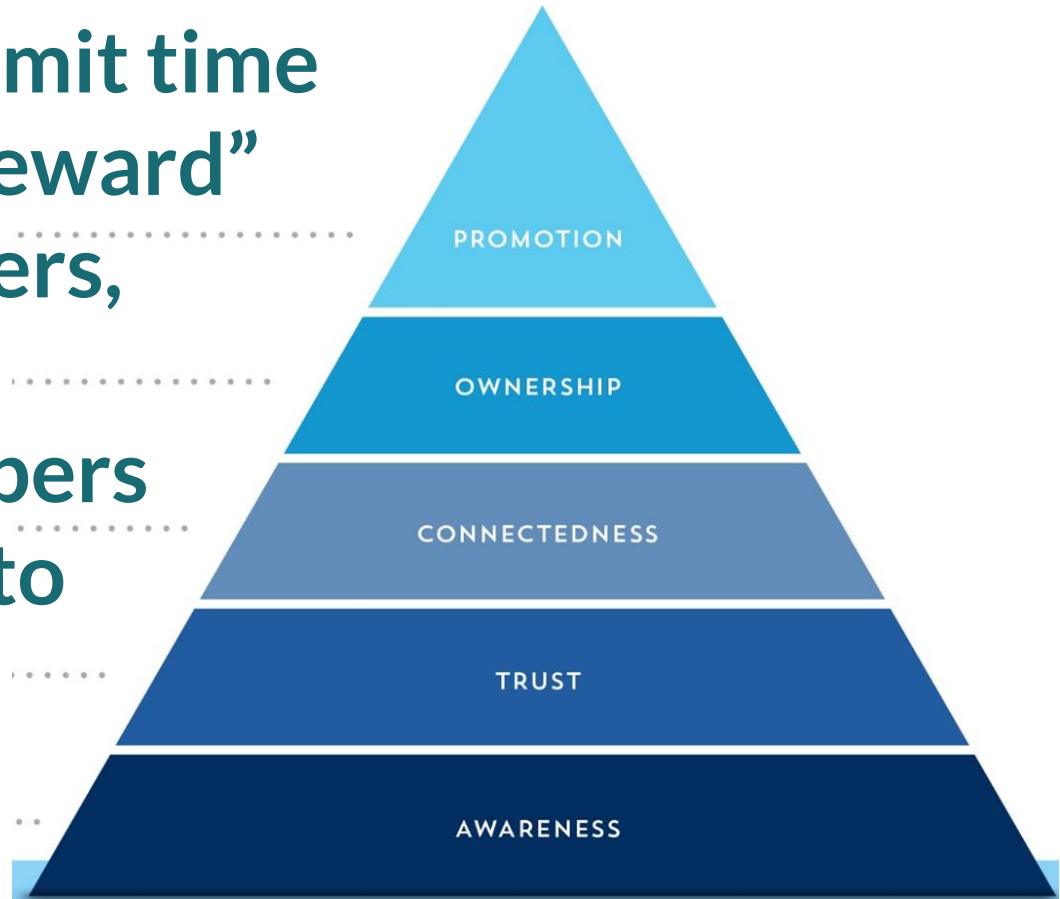




*Refresher:  
The  
Donor's  
Journey*

# *Your Role*

- Strategically commit time and energy to “steward” financial supporters, volunteers and community members from Awareness to becoming DRC Champions.





# *Your Role*

- 1. What is a strength that you bring to stewardship?**



# *Your Role*

- 1. What is a strength that you bring to stewardship?**
- 2. What might you do to maximize that strength?**



# *Your Role*

- 1. What is a strength that you bring to stewardship?**
- 2. What might you do to maximize that strength?**
- 3. What's one area where you would like to have more support?**

