

***Donor  
Stewardship  
Relationships & Connection***



# *Refresher:*

# *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, affinity and motivations for giving, rather than a particular fundraising activity or mechanism (event, appeal, etc.).

**Alignment = Commitment = Support**





*“I want to be  
a fundraiser  
when I grow  
up!”*





*“I want to be  
a fundraiser  
when I grow  
up!”*

*Said no one,  
ever.*



# *The Philanthropic Heart*



- Most people’s “philanthropic heart” is usually already set.
- Our goal is to acknowledge and reinforce the commitment of current “true believers” and to identify and connect with others who may have an affinity for the DRC’s mission and work.



# *Relationship Equity*

- Relationship Equity is a currency more important than money, and has the potential to be more impactful.
- 1:1 relationships are more important and effective than events & transactional fundraising.



# *Relationship Equity*

- If you prioritize building relationships and building a community, the money will come.



- “Connection conversations” can help determine if there is affinity and interest, and identify the other person’s philanthropic heart.





# *Listen to Connect*

- It's not your job to make people care about our organization – to sell, pitch or convince. It's to engage and listen.
- Your goal is connecting with like-minded people and have meaningful conversations with them.



# *Listen to Understand*

- The #1 skill in fundraising isn't presenting information or making an "ask", it's listening.



- “No one ever listened their way out of a gift (but you can talk your way out of one!).”



# *Listen to Understand*



- Make people feel seen and heard.
- Uses mediation skills, which is great modelling of what we do.

- Ask thoughtful questions, reflect, reframe and identify potential common ground.



# *Release the Outcome*



I release my  
need to  
control the  
outcome.

- The more invested you are in the outcome, the less likely you will see the result you want.
- Love people for who they are, not who we want them to be.
- Releasing the outcome reduces anxiety and reluctance to engage with people.



# *Your Role*

- Are you willing to commit to at least one meaningful conversation each month with a DRC volunteer or donor, or with someone in your personal or professional networks?
- What's your comfort level with and greatest concern about doing this?
- How can we best support you in your role as an ambassador and advocate for the DRC?

