

Authentic, Personal Stewardship Key to Successful Fundraising

So, 2018 is over and you're still feeling the caffeine buzz from the coffee solicitation meetings you've had, all your year-end appeals have been mailed, you e-mailed out scores of e-blasts, posted to social media, booked all the donations and mailed out substantiation receipts. Phew...you can finally relax and glide through January. THINK AGAIN!

January, February and those "slower" donation months are the most opportune time to take stock of your donor relationships and your donor stewardship activities. Here are some helpful tips.

Get a game plan going for donor stewardship

When you consider that the average donor retention rate is about 46 percent, it's crucial to create a system for implementing donor stewardship. **Regularly** touching base with your donors is one of the most important steps of donor stewardship, since YOU help to reinforce donor trust and passion in your organization. You must have a clear plan for how you will continue to engage your donors and funders.

Donor Gratitude Needs to be Authentic

Donors want to know they are appreciated and feel like they are making a difference, so ensure that their giving is receipted correctly and acknowledged in a timely manner. At the Jewish Home and Care Center Foundation, online donations are acknowledged within a minute of when the donor completes their online transaction; for "snail-mail" contributions, a donor receives an acknowledgement within 48 hours of receiving the donation.

The donor also receives either a personalized thank you e-mail or a phone call from me. Once a year, board members are assigned a list of donors, which they call and personally thank on behalf of our organization. ***Did you know that as high as 94 percent of donors will give a second gift if thanked by a board member?*** Our Foundation office reserves January to mail out personalized, hand-written thank you cards to each donor. We specially designed a card to thank our donors. This card will get mailed to every donor, no matter how small of a giver they may be.

Show the Love at all Giving Levels

In developing ways to steward your donors, don't just focus on major donors. Don't get me wrong, they are the 90-10 rule (90 percent of your donations come from 10 percent of your donors). Think creatively and implement ways to show your organization's appreciation at all giving levels. At the Jewish Home and Care Center Foundation, we decided to relaunch our *Friends of Ovation Communities* membership group which had been virtually defunct. Membership truly has its benefits, including Ovation Communities swag. So while these donors may not give enough to have their name on a room or a wing, they will feel like they are appreciated.

Impact = Connection

It's important to share what donors' gifts are accomplishing. Whether it's by way of a thank you call, e-mail or letter, share with your donors how their contribution is impacting your organization. This is such a powerful way to instill confidence in your organization and continued enthusiasm for the wonderful ways your residents are being cared for. Share stories to arouse an emotional response, connection and

reinforce your mission. We all have tons of stories and anecdotes about our residents that our stakeholders enjoy hearing about.

Personalize It

Personalized communications that have relevant and poignant information create more engagement than template/boilerplate messages.

Our success in fundraising is about the relationships we nurture. Our gold standard with donors and other stakeholders continues to be about the relationship rather than transactional interactions. In doing so, we tap the increased potential for more than the immediate donation.

Sample thank you card appears on title page of this phlog; scroll down to see sample rack card.



Friends of Ovation Communities

Annual donations of \$25 and above provide funds for supplemental events such as musical programs and theme meals and parties for special occasions.

The Friends also ensure future care for those seeking care in our three communities, regardless of their ability to pay. Friends donors are additionally recognized in the Ovation *Kavod Connections* newsletter.



BECOME AN ANNUAL MEMBER AND RECEIVE:

Friends of Ovation Communities bumper cling	\$25
Name displayed for two months on electronic board at all three communities + <i>all of the above</i>	\$50
Sock-It-To-Me — One pair of Ovation Communities socks + <i>all of the above</i>	\$100
Sock-It-To-Me Again — One pair of Ovation Communities socks to gift to a resident + <i>all of the above</i>	\$180

FRIENDS OF OVATION COMMUNITIES ANNUAL MEMBERSHIP LEVELS

\$25

\$50

\$100

\$180

I would like to designate my contributions to:

Ovation Jewish Home

Ovation Chai Point

Ovation Sarah Chudnow

Please tribute this annual gift:

in honor of _____

in memory of _____

PAYMENT INFORMATION

Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Check enclosed

Credit card

Visa Mastercard American Express

Name on card _____

Card number _____

Exp. date _____ Security code _____

THANK YOU,

*in advance, for your donation to
Friends of Ovation Communities.*



JEWISH
HOME AND
CARE CENTER
FOUNDATION

FOR MORE INFORMATION

Tanya Mazor-Posner, *Vice President of Development*
414-721-9260 | TMazor-Posner@ovation.org

Dedra Devereaux, *Donor Stewardship Coordinator*
414-721-9255 | DDevereaux@ovation.org