

# College of Business

## Donor Relations and Stewardship 3-year Plan

2020-2022

### Purpose

It is the goal of Donor Relations and Stewardship to **demonstrate meaningful impact** to donors and **express gratitude** from the college through intentional and scalable stewardship strategies and processes. A donor-focused stewardship plan that takes into account donors' expectations and preferences increases the likelihood that donors will make repeat gifts based on their positive experiences and interactions with the College.

This strategic plan will inform stewardship and donor relations activities for fiscal years 2019-20 through 2021-22.

### Donor Relations and Stewardship – Plan Components

1. Fund Management
  - a. Intake (review gift agreement language, assess potential uses for funds)
  - b. Monitoring (frequency and use of donated funds)
2. Gratitude Accuracy
  - a. Custom thank you notes from Dean at Major-Gift (MG) and Principal-Gift (PG) level
  - b. Annual update of fund language for notecards
  - c. Capturing data from gift officers to understand donor expectations
3. Curated impact reports for donors – 40 annually
4. Scholarship notifications (thank you notes from recipients, etc.) – 100 annually
5. Program-level gratitude – meetings with 11 program boards about making thank you calls
6. Annual electronic thank you to all COB donors at end of academic year
7. Thank you notecards to first-time givers – 150 annually
8. Monitoring consecutive givers. When 35+ years of giving, they get added to list of donors for curated touchpoints.

**Fund Management and Gratitude Accuracy** are the two fundamentals of Donor Relations and Stewardship and will constitute 25% of the FTE of the Assistant Director of Advancement.

### Curated Touchpoints

Stewardship plans are an important part of the stewardship process and help define appropriate, personalized stewardship methods for the College's top donors. All MG/PG donors and annual donors who have made consecutive gifts for 35+ years to the COB will be reviewed annually. Curated touchpoints will be planned for:

- Living donors, not fund stewardees.
- Only donors with potential for another major gift.

Stewardship plans will be tracked on the Stewardship Strategic Plan 2020-2022 spreadsheet.