

DECEMBER 2007

Donor and Volunteer Stewardship



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A service of the Corporation for National and Community Service - Resource and Fund Development Initiative

Dear “Stewardship” Colleague,

Donors have voluntarily entrusted their gifts to our care for the benefit of the community. Volunteers gift us their time for the same purpose. It is important, then, to practice good stewardship of these gifts. Doing so will ensure that donors and volunteers will return and continue to support our efforts to make communities healthy. Click on the headings on the right to learn more about ...

Donor Stewardship

Donor Bill of Rights

“Aretha Franklin” for Your Volunteers

Do you have questions about recognizing volunteers and donors for your program? Contact us through LEADline@CampaignConsultation.com.

Access previous issues of On-the-Go eTA by clicking on the title at the right.

Donor Stewardship

Donor stewardship is both the care and feeding of your donors and essential for growing support. In general, the rules for proper stewardship remain the same for all gifts large or small. They are: 1) Record and acknowledge donor gifts, pledges and other information, 2) Allocate donor gifts according to the wishes of the donor, 3) Report to donors on gift use and impact, and 4) Engage and recognize donors.

Results of a recent North American study of how donors would support the charities that communicated with them more effectively show that...

93% would definitely or probably give again;

74% would continue to give indefinitely;

70% of donors would increase the overall value of their philanthropy if charities were more effective at acknowledging their gifts and communicating results.

All stewardship starts with the written “thank you” note sent out within 48 hours of receipt of the gift. You do not

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need to have processed the gift to complete this step. How you reward and recognize donors may vary depending upon the size of the gift, the kind of donor, or the donor's own expressed preference. Here are some ways to reward and recognize donors...

Donor	Ways to Reward and Recognize
Annual Donor	<ul style="list-style-type: none">• Donor club listing in Annual Report• Listing in newsletter• Donor club listing on website• Annual donor recognition event• Thank-a-thon call• Other
Corporate Donor	<ul style="list-style-type: none">• Provide corporate public donor recognition event (breakfast?)• Send or deliver "thank you" plaque or other visible token of appreciation to be displayed by business• Ask volunteers or beneficiaries to write thank you notes• Feature company in your newsletter

Share Square

Facts for your fundraising volunteers to know

Fundraising volunteers who have been instrumental in securing gifts should be included in any plans for recognition of donors. They are the ones who know the donor best!

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	<ul style="list-style-type: none"> • Issue press/media release to recognize business donors • Other
Major Donor	<ul style="list-style-type: none"> • Pay a visit or make a phone call to donor • Have a volunteer make a phone call in addition to a written thank you • Provide a personal invitation to tour program with opportunity to meet beneficiaries of gift • Feature individual donors with profiles and tell about their relationship with your organization and what moves them to give • Honor donor with meaningful gift. (Cost should not be high) • Display donor name on prominent place such as donor wall • Offer named giving opportunity if size is appropriate. • Provide regular and personalized updates on “good news” and successes of program • Plan major donor group recognition event • Provide personalized report of how gift(s) were used and its impact • Other
Anonymous Donor	<ul style="list-style-type: none"> • Continue to provide personal handwritten note/phone call/visit if size of gift is appropriate • Invite to visit program • Send or deliver special thank you gift if size appropriate • Abide by donors wishes and do not publish name in any reports or listings



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Donor Bill of Rights

Public trust is central to successful resource development. The Donor Bill of Rights entitles the contributor to ethical solicitation practices and sound management of resources. Organizations promise that transparency in their operations will be the grounding for this trust. Many organizations have adopted this pledge as a way of assuring their commitment to wise donor stewardship.

[Click here to link to the Donor Bill of Rights posted on the Association of Fundraising Professionals webpage.](#)

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“Aretha Franklin” for Your Volunteers

R.E.S.P.E.C.T. your volunteers beyond once-a-year activities. They do not need to be costly.

[Click here for a baker's dozen ways you can let your volunteers know they are important and valued without a hefty budget.](#)

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Let us know

Have you found other ways to honor donors and volunteers for your program?

Contact us at LEADline@CampaignConsultation.com (LEADline is sponsored by the Corporation for National and Community Service through its Resource & Fund Development Initiative.) We would be happy to answer questions or to give you more support.

Thank you for your interest in On-The-Go eTA. We encourage you to [send this and other issues of OTG eTA to friends and colleagues](#) who would benefit from the information. Also, if you're on information-overload, you may request [email removal](#). Otherwise OTG e-TA will be back soon with another edition.

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“The deepest principle in human nature is the craving to be appreciated.”

– William James , 1842-1919
American psychologist
and philosopher

Details from above:

Volunteer Respect and Recognition Ideas

1. Treat your volunteers as members of your staff. Let them know when you will be out of the office or will be giving a tour or meeting with an important visitor.
2. Provide an in-box or mail slot for each volunteer. Be certain to include them in the distribution of memos, meeting notices, new policies, etc.
3. If your employees wear nametags, so should your volunteers.
4. Ask a volunteer to make a presentation or speak at a staff or advisory committee meeting.
5. Send birthday and anniversary cards to your volunteers.
6. Provide a "Volunteer Recognition Wall" with pictures of your volunteers. Highlight a "Volunteer of the Week or Month."
7. List the names of volunteers in your newsletter.
8. Feature volunteers on your website.
9. Write short personal notes to volunteers when you hear that they have done something special. Every volunteer should receive one or more of these during the year.
10. Send a congratulatory note to a volunteer who has been recognized outside your organization.
11. Provide a tray of cookies or snacks when you have a gathering of volunteers at your facility.
12. If your volunteers also are corporate employees, write notes to their supervisors or the Human Resources office to be placed in their files. This contact is often the first step toward establishing a relationship with a company that results in financial support for your organization.
13. Look for ways to recognize your volunteers in the greater community through media and press releases. Nominate your volunteers for community wide recognition awards.

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Resources

The National ASK (Awareness, Skills, Knowledge) to Sustain Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002

The CNCS Resources Now! National Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2005-07.

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Learning Products and Services

LEADline:

(Learning Experiences At a Distance) LEADline is designed to give information fast. Have a

resource & fund development question? Use LEADline and within 24 hours you will receive response and advice from a fundraising professional.

Contact us

LEADline@CampaignConsultation.com

GIZMOs:

(Giving Information for Zooming Money Objectives) Gizmos are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket brochures, CD-Roms, games, etc. They feature a myriad of fundraising topics such as **The Power of Direct Mail**, an interactive cd-rom and detailed companion booklet on developing your direct mail program.

To order, contact us through

LEADline@CampaignConsultation.com

or call 410.243.7979

or toll free at 1.877.243.2253

For more information:

Download

[Gizmo Presentation](#)

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The Chronicle of Philanthropy:

Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

Workshops/Clinics:

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour workshops and clinics for those interested in mastering key skills need to write for individual donors.

Online Courses/Webinars:

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**.

Available through the Resource Center at,

<http://nationalserviceresources.org>

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Tell Us!

Let us know by contacting us through **LEADline@CampaignConsultation.com**

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- **[Mid-November 2007 Prospect Research](#)**
- **[November 2007 Budgeting for Fundraising](#)**

- [Mid-October 2007 Raising Unrestricted Funds](#)
- [October 2007 Public Sector Fundraising](#)
- [September 2007 Revenue Generation](#)
- [Mid-July 2007 Database Management](#)
- [July 2007 Using Celebrities](#)
- [Mid-June 2007 Foundation Proposals](#)
- [June 2007 Brochures, Newsletters and Websites](#)
- [Mid-May 2007 Women as Donors](#)
- [May 2007 Postage and Mailing Rates](#)
- [Mid-April 2007 Phonathons and Thankathons](#)
- [April 2007 Annual Fund Mailing Lists](#)
- [Mid-March 2007 Face-to-Face Asking](#)
- [March 2007 Government Funding](#)
- [Mid-February 2007 Rural Fundraising](#)
- [February 2007 Stop-gap Funding](#)
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