

## **Annual Fund Donor Recognition Ideas**

Our \$1,000+ donors belong to the Bauer Society and they get sent a little lapel pin that says Bauer Society and they also get a thank you letter from the Dean. But Every donor (\$50+) gets a thank you letter from the dean. We also list them all in our annual report. Those are the only stewardship activities for that level.

Melissa MacGregor  
Program Director External Relations  
C.T. Bauer College of Business  
University of Houston  
334 Melcher Hall  
Houston, TX 77204-6021  
Phone: 713-743-8577

All of our annual \$1000+ donors are in our McMicken Society, which includes benefits, like 3 hr free parking on campus, 10% discount at our bookstore, Library privileges, invitations to certain events, etc. Those at the higher levels, of course, get more benefits.

Ann  
Ann Heider [HEIDERAM@UCMAIL.UC.EDU]

We are still working on this at Clark, but each year we hold a reception for our Jonas Clark Fellows (annual donors of \$2K+) at the President's house on Reunion/Commencement weekend in May, followed by a very nice dinner for them in Worcester, MA, Boston, or NYC each October. We are also working on developing a benefits structure for our giving societies, so hopefully more will be done for them in the future.

If you already have a giving society established for your high-end annual fund donors, it's always good to send them a letter from whomever your school deems appropriate, welcoming them to the society and letting them know what forms of recognition they can expect to receive in the coming year regarding publications they will receive and/or in which they will be listed (if they choose), events to which they'll receive invitations, etc.

I look forward to seeing the responses you receive! Best, Dianne Dyslin

Dianne Dyslin | Manager of Donor Services | University Advancement  
Clark University | 950 Main Street | Massey Hall 312 | Worcester, MA 01610  
☐ 508.793.8835 | Fx: 508.793.8872 | ddyslin@clarku.edu | www.clarku.edu

We do a couple of things specific to our \$1000+ group (which is the start of our upper level giving society). First, I send three cultivation mailings a year to them (and a few other segments of our list, but we tweak the letter to acknowledge each group (the society, planned givers, monthly donors...)). These are informational pieces that go out by mail or email, depending on their preference. Typically they include a cover letter from the president and a supplemental piece that highlights a new project. I'm happy to share examples if it's useful.

Second, we hold conference calls a few times a year for this group--it provides our members who are not in major areas where we visit regularly the opportunity to engage with our staff. They run for an hour, and we have the president or executive director MC, and then one or two program staff talk about a current issue. We then open it up for questions from the listeners (it is kind of like a call-in radio program).

Finally, for those areas where we do have high concentrations of donors, we offer one kind of event exclusively for this group. We call them President's Dinners; the president, one or two staff, and a board member, if in the area, invite those donors for an intimate evening dinner and conversation. They occur either at a restaurant in a private room or are hosted at someone's home. The dinner is informal and social, and then over dessert the president makes 5-10 minutes of comments, and then they open it up for group discussion. These have been highly successful, and often surface high-level donors who aren't interested in one-on-one visits.

Nathalie Highland Senior Stewardship Officer Union of Concerned Scientists  
Two Brattle Square Cambridge, MA 02238-9105 Phone: 617-301-8051  
Fax: 617-864-9405  
nhighland@ucsusa.org www.ucsusa.org

We do an annual summer social to recognize this group and it is our only recognition event that specifically includes their family members as this tends to be a younger constituency. They are also included in event mailings, newsletters, birthday card program and personal hospital visits. They are also a great group to cultivate for volunteer leadership positions and/or participating in advisory councils.

Cyndi McCanne

Mgr., Central Development at Mission Hospital Foundation

At Guilford, we send a letter from the VP for Advancement accompanying the receipt for a gift of \$1000-\$4999. Gifts \$5,000 and above receive a letter from the President. All donors who give \$1000 and above are in our President's Club and there is an annual dinner to thank them. Donors who give \$5000 and above also receive lapel pins and a note from the president.

Libby Rich  
Director of Donor Relations  
Guilford College  
5800 W. Friendly  
Avenue  
Greensboro, NC 27410  
336-316-2324  
FAX: 336-316-29511-888-203-1322

Here at Fordham, we're in the process of enhancing our stewardship of \$1,000+ annual fund donors. These donors are members of our President's Club, and as such have traditionally received:

--an acknowledgement letter from our Vice President of Development and Alumni Relations -  
--an invitation to the annual President's Club holiday reception in December --an invitation to a cocktail party hosted by the University's president prior to the Gala Dinner/Dance during Jubilee Weekend (when alumni return to campus in June) --recognition in the annual President's Report

However, this year we plan to begin reporting to them on how their annual fund dollars are being put to work. We have prepared letters that will go out from our Associate Vice President of Development and Alumni Relations shortly after the end of our fiscal year (June 30th), thanking them again for their gifts and highlighting the areas of the university that benefitted from their unrestricted support. The letters, which will be tailored to the fund they supported (e.g., University Annual Fund, College of Business Administration Annual Fund, etc.), will emphasize the impact on individual students by focusing on the accomplishments of several current students and recent graduates who are also featured on the University web site in a section called Faces of Fordham. The letters will point donors to this section of the web site, which is part of the larger campaign portion of the site.

If the letters are successful, we may expand this communication in the future to some sort of printed piece or specialized email, as we've seen some of our colleagues do.

Chris Blackman  
Associate Director of Donor Relations  
Development and University Relations  
Fordham University  
888 Seventh Avenue, 7th Floor  
New York, NY 10019  
Phone (212) 930-8887  
Fax (212) 636-7152  
cblackman@fordham.edu