



Campaign Stewardship

Be Prepared

Angela Joens
University of California, Davis

Campaign Proven...

- ▶ The Campaign for UC Davis – \$1 Billion from 100,000 donors
- ▶ Iowa State with Pride and Purpose – \$700 million
- ▶ Iowa State Campaign Destiny – \$450 million
- ▶ Investing in People – \$50 million
- ▶ Mercy Children's Center – \$12 million

Planning

- »» “By failing to prepare, you are preparing to fail.”
Benjamin Franklin

Planning

- Ask the right questions
- Conduct an audit of donors' needs
- Cultivate donors
- Setting goals
- Staffing
- Communication Plan
- Timelines and budgets

Considerations

- ▶ How many new donors?
- ▶ Who will steward them?
- ▶ How will you communicate with them?
- ▶ How can DR assist in cultivating donors?

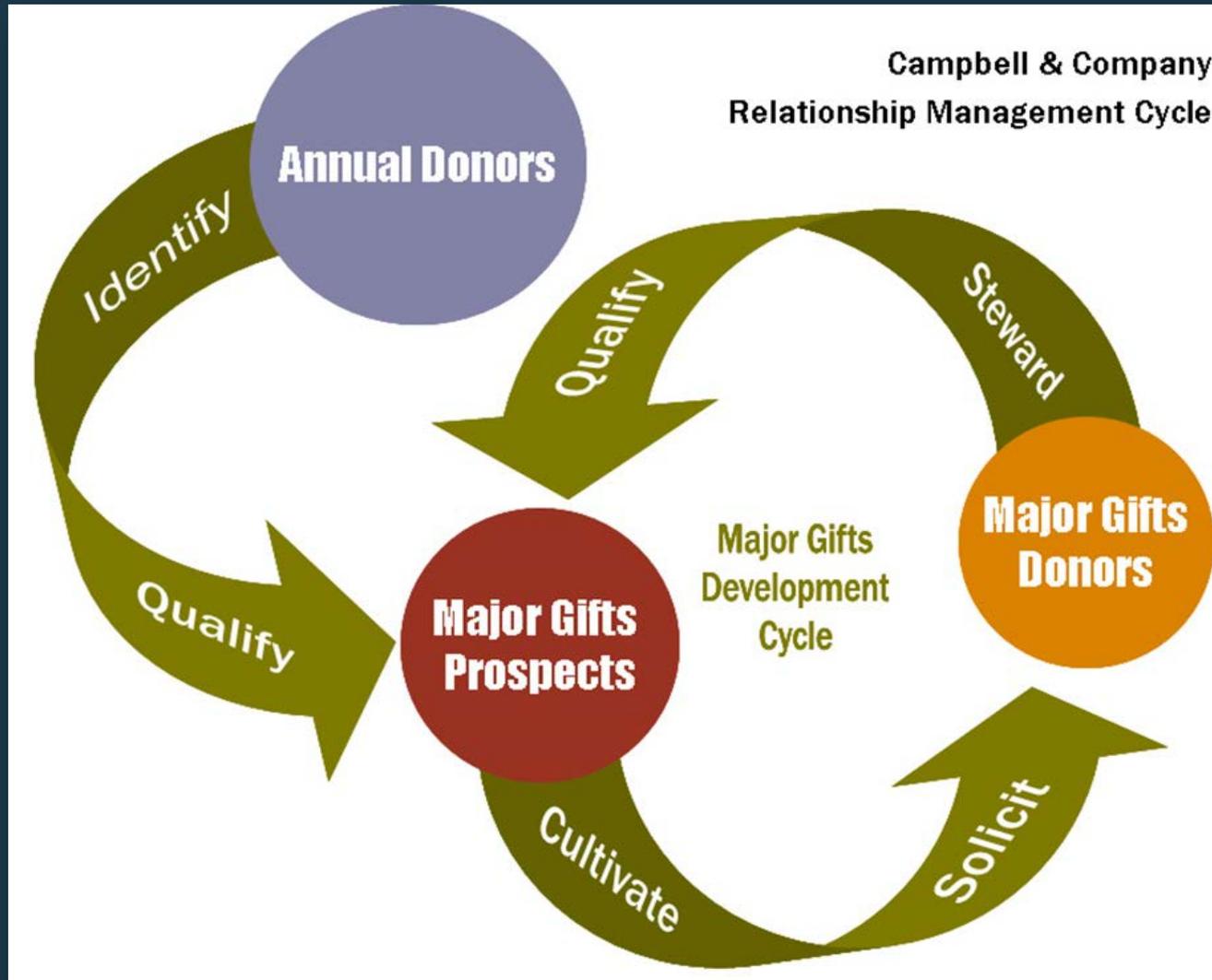
Donor Audit

Hit the Pause Button!

- ▶ Are we serving our customers the way they want to be served?
- ▶ What more can we learn from them?



Cultivating Donors





Setting Goals

- ▶ Gift societies
- ▶ Minimums
- ▶ Requirements by units for reporting and spending

Staffing



Timelines and Budgets

- ▶ When will we start counting?
- ▶ When we go public?
- ▶ How many events?
When? Where?
- ▶ What will it all cost?



All Systems Go!

»» “How you climb a mountain is more important than reaching the top.”

Yvon Chouinard

Fiduciary Systems

- ▶ Gift Agreement Process
- ▶ Donor Recognition Policy
- ▶ Naming Guidelines
- ▶ Gift Acceptance Committee/Guidelines
- ▶ Gift Processing System



Procedural Systems

- ▶ Acknowledgement Process
- ▶ Donor Tracking
- ▶ Gift Clubs
- ▶ Donor Reporting
- ▶ Communication Plan to Donors

Campaign Events

»» “When two people meet, each one is changed by the other so you’ve got two new people.”

John Steinbeck

Important Questions to Answer:

- ▶ What is the purpose?
- ▶ Who is your audience?
- ▶ What are your goals?
- ▶ What is your budget?

Three types of events

- ▶ Discovery Events
- ▶ Cultivation Events
- ▶ Celebration Events

Discovery Events



Cultivation Events



Celebration Events



It's all about Communication

»» “Most giving is 80% emotion and 20 % rational. And the best way to get to someone's emotions is to tell a story.”

Unknown

During the Campaign -

- ▶ Campaign Newsletters
- ▶ Campaign Website/Social Media
- ▶ Internal Campus Newsletters
- ▶ Donor Reporting
- ▶ Increased Communication
- ▶ Recognition Plan

Answer Two Questions

- ▶ Where did the money go?
- ▶ What good did it do?



After the Campaign

- ▶ Donor Gifts
- ▶ Share Impact Stories
- ▶ Keeping Momentum

DRUMMING UP AGGIE PRIDE

SHARE THIS: [f](#) [t](#) [in](#) [e](#) [+](#)

UC Davis and Cal Aggie Marching Band-uh! alumni Ramak and Allison Siadatan may no longer march, sway or gleefully toss their badge- and button-covered hats sky high at football games, Picnic Day or community activities.

But the couple—who met through the high-spirited marching band (Ramak on drums, Allison playing flute/piccolo)—and count eight Aggies among their extended family, still continue to drum up plenty of Aggie Pride through their giving to UC Davis and volunteerism with the [Cal Aggie Alumni Association](#) (CAAA).



Ramak and Allison Siadatan

Questions?

Angela Joens
Assistant Vice Chancellor of Development Outreach
University of California, Davis
amjoens@ucdavis.edu
(530) 752-9328