

# Stewardship and Major Gifts

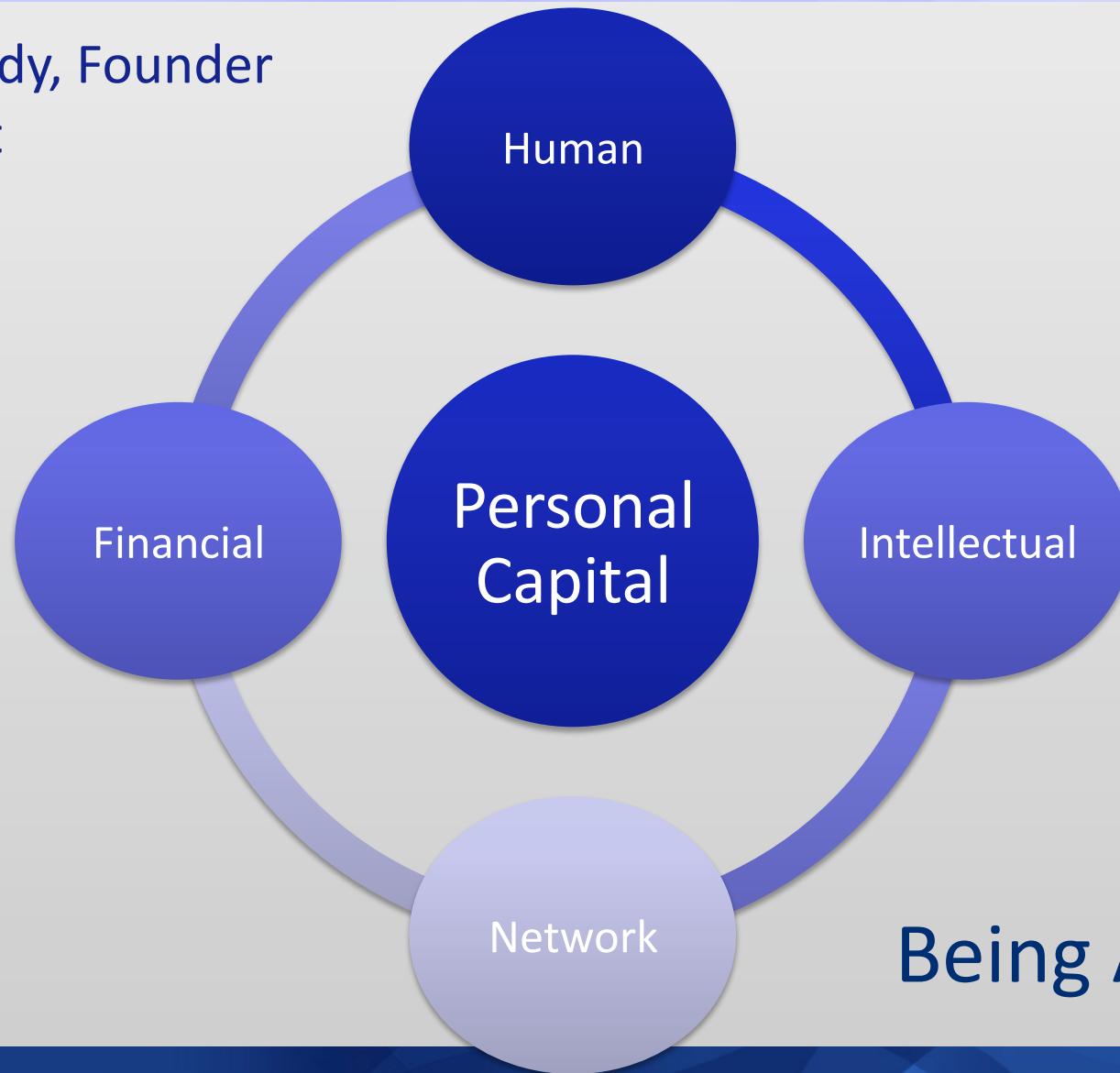
Association of Donor Relations  
Professionals NY

March 14, 2014

# Inspired, Joyful, Generous Investment



Ernie Ludy, Founder  
Medstat



Being All In

# Building Strategic Relationships

- Based on trust and knowledge
- Lifelong
- Donor-centric
- Disciplined
- Dynamic

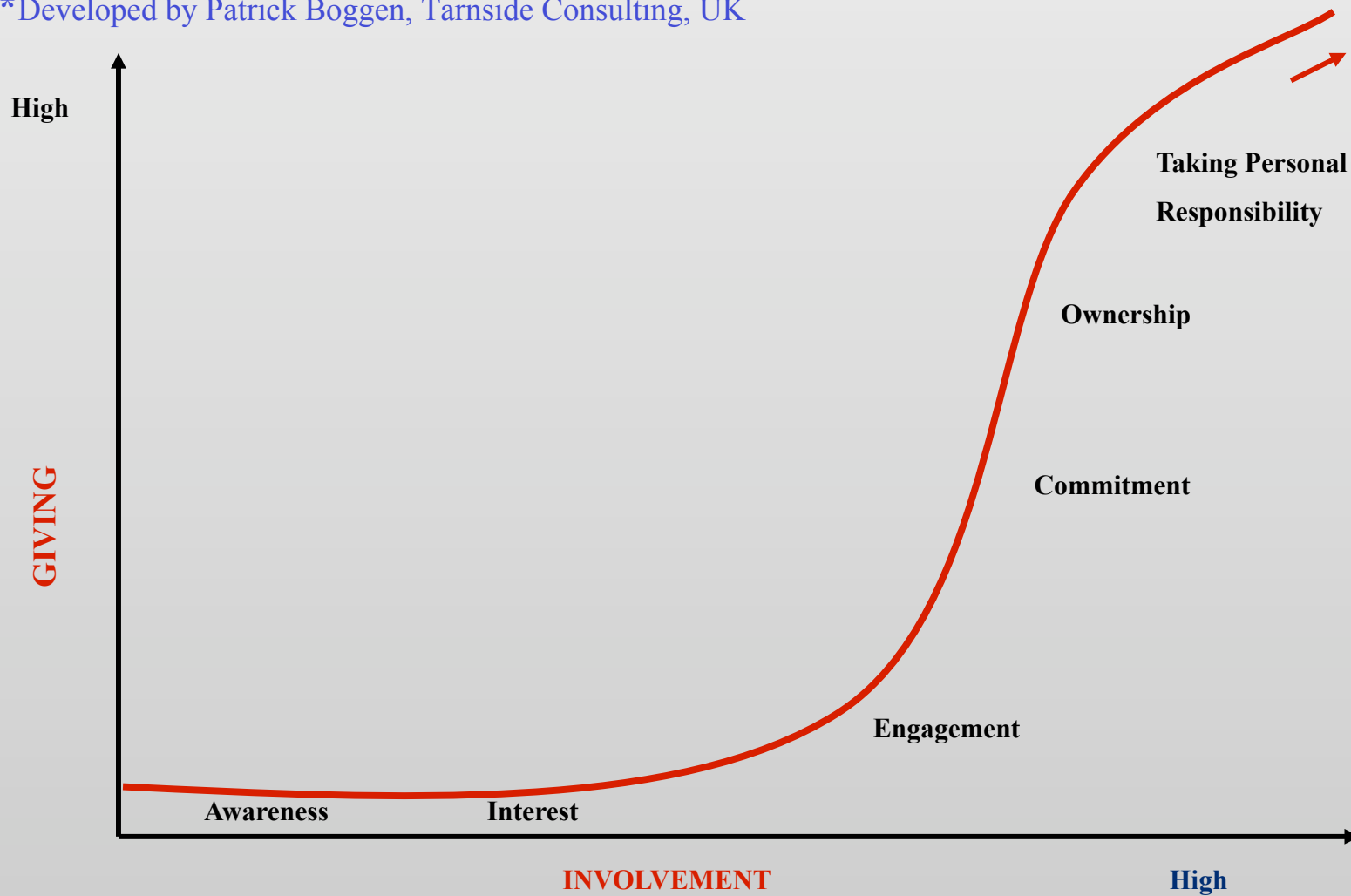
# Defining Our Terms

- **ENGAGEMENT**



# The Tarnside Curve of Involvement

\*Developed by Patrick Boggen, Tarnside Consulting, UK



# One Engagement Strategy Doesn't Fit All



# Men and Women's Motivations\*

Bank of America, Indiana University 2012

1. Know gift will make a difference (1) (1)
  2. Efficiency (2) (3)
  3. Community (3) (5)
  4. Giving to the same causes annually
    - 59.5% women
    - 67.9% men
- Set an example for young people
    - 43.6% women, 25.1% men



# Men and Women Motivations to Give\*

Bank of America, Indiana University 2012

## Same Motivations

- Full financial disclosure
- Do not ask for more than donor can give
- Provide nothing in return

## Significant Differences

- Thank you notes
- Ongoing communications
- Information on effectiveness
- Offer involvement

# Factors\*

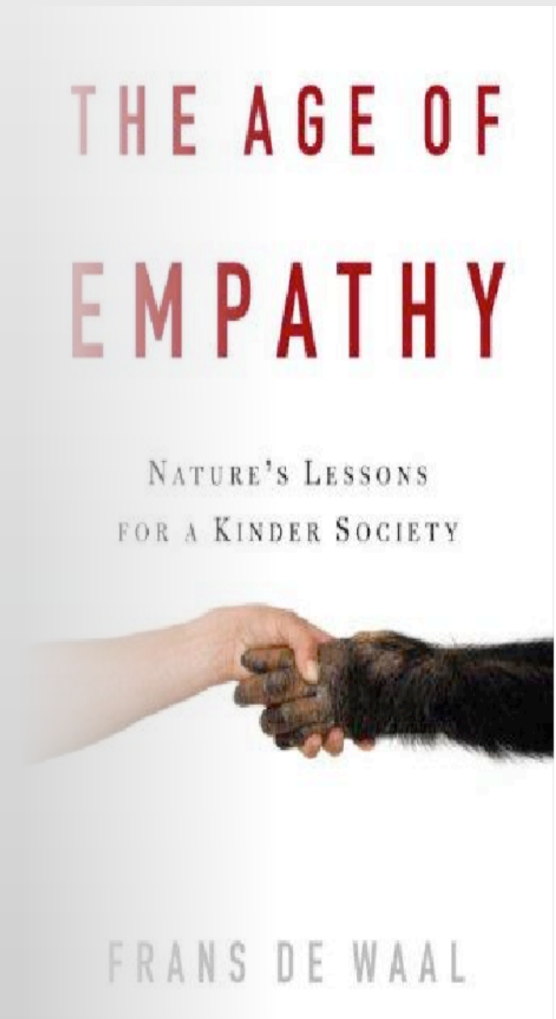
\*Bank of America, Indiana University 2009, High net work donors w/\$200K+ income and \$1,000,000 in liquid assets

- Attending religious services
  - \$111,137
    - \$76,112
- Volunteering
  - \$124,267
    - \$35,127
- Using professional expertise
  - \$158,194
- Engaging children in philanthropy
  - \$243,935
    - 3x as much as those who did not

## Cross National Gender Differences in Giving: An International Perspective\*

\*March 2011

- Women more likely to give because they are more empathetic and more religious
- Men more likely to give because they have higher income and education and are more frequently asked

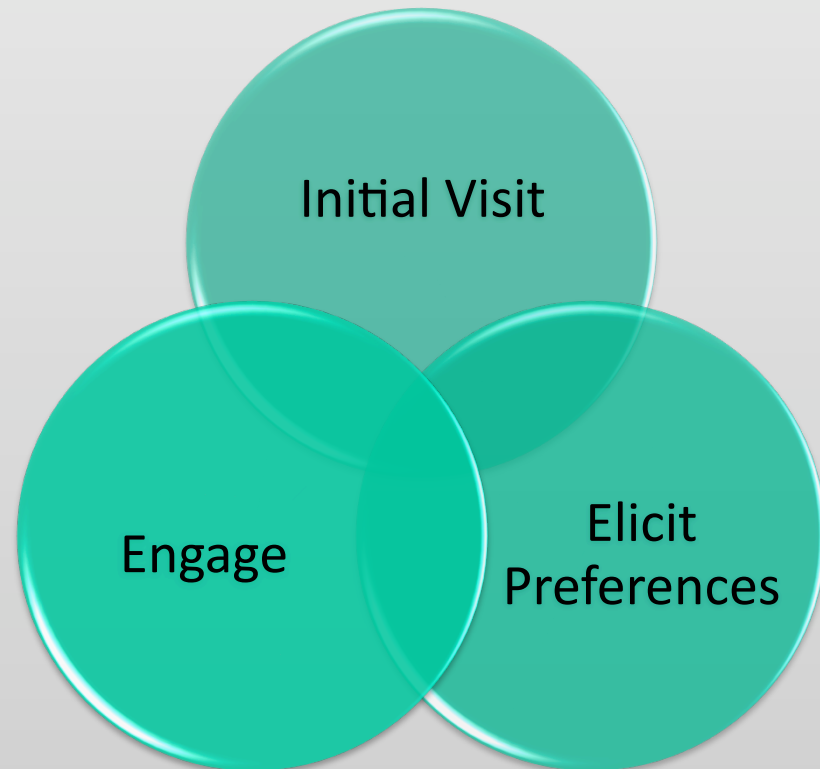


# Productive and Satisfying

- What do you need?
- Who can do it?
- Getting multiple bang for your investment
- Off and online
- Highly interactive
- Tied to a strategy

# Engagement Opportunities

- For the “critical few”
- Variety
- Mission and donor centered
- Tailored
- Manageable



# Approach Matters



# Donor Initiatives Increase Motivation and Overcome Objections

Motivation  
Engagement

Objections  
Engagement

Is Measurable  
Has Built in Follow-up

# People Want Choices

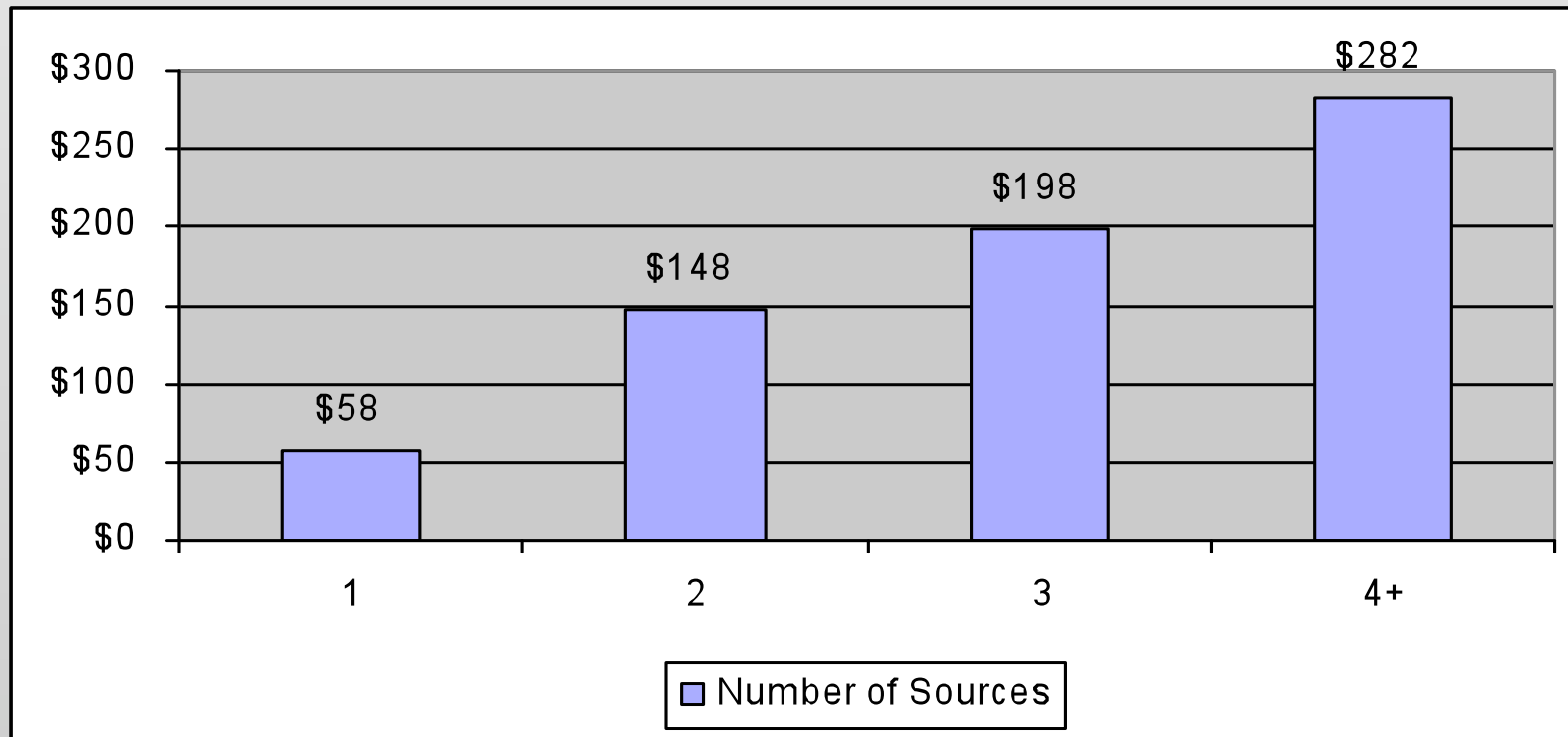


According to Starbucks CEO, "there are over 70,000 different ways that our customers can, and do, order a Starbucks coffee"



# Value of Multi-Channel Donors\*

\*Cumulative Revenue per Donor



# What Do You Promise Your Donors?



**SEARCH INSIDE!™**

Foreword by  
**STEPHEN R. COVEY**  
*Author of The 7 Habits of Highly Effective People*

THE  
**SPEED**  
OF  
**TRUST**

The One Thing That  
Changes *Everything*

**STEPHEN M. R.  
COVEY**

WITH REBECCA R. MERBILL

"God-hat  
revelant!"

# Trusted versus Trustworthy



# Stewardship = Delivering On Our Promise

- To deliver on promise of change and impact
- Report back
- Connect donor to mission and outcomes

# Stewardship = Being Donor Centric

- Know our donors based on visits, conversations, listening
- Know the other decision makers
- Seamlessness
- Respecting and delivering on preferences
- Providing JOY!



Stewardship = “WOW”



# WOW Components

1. Surprise
2. Exceeding expectations
3. Making it personal
4. Solving a problem



- We spread the word about “wow” experiences
- We can ask our donors to spread the work on Facebook, Twitter, at school events, one-on-one

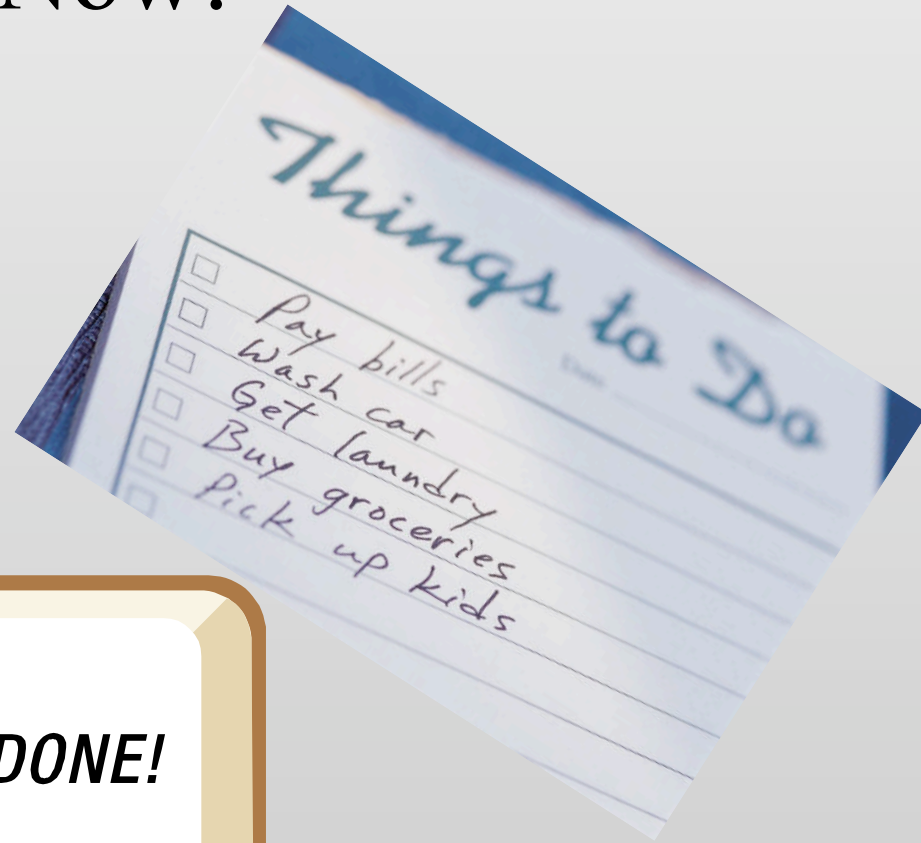


# Impact Matters!!!!

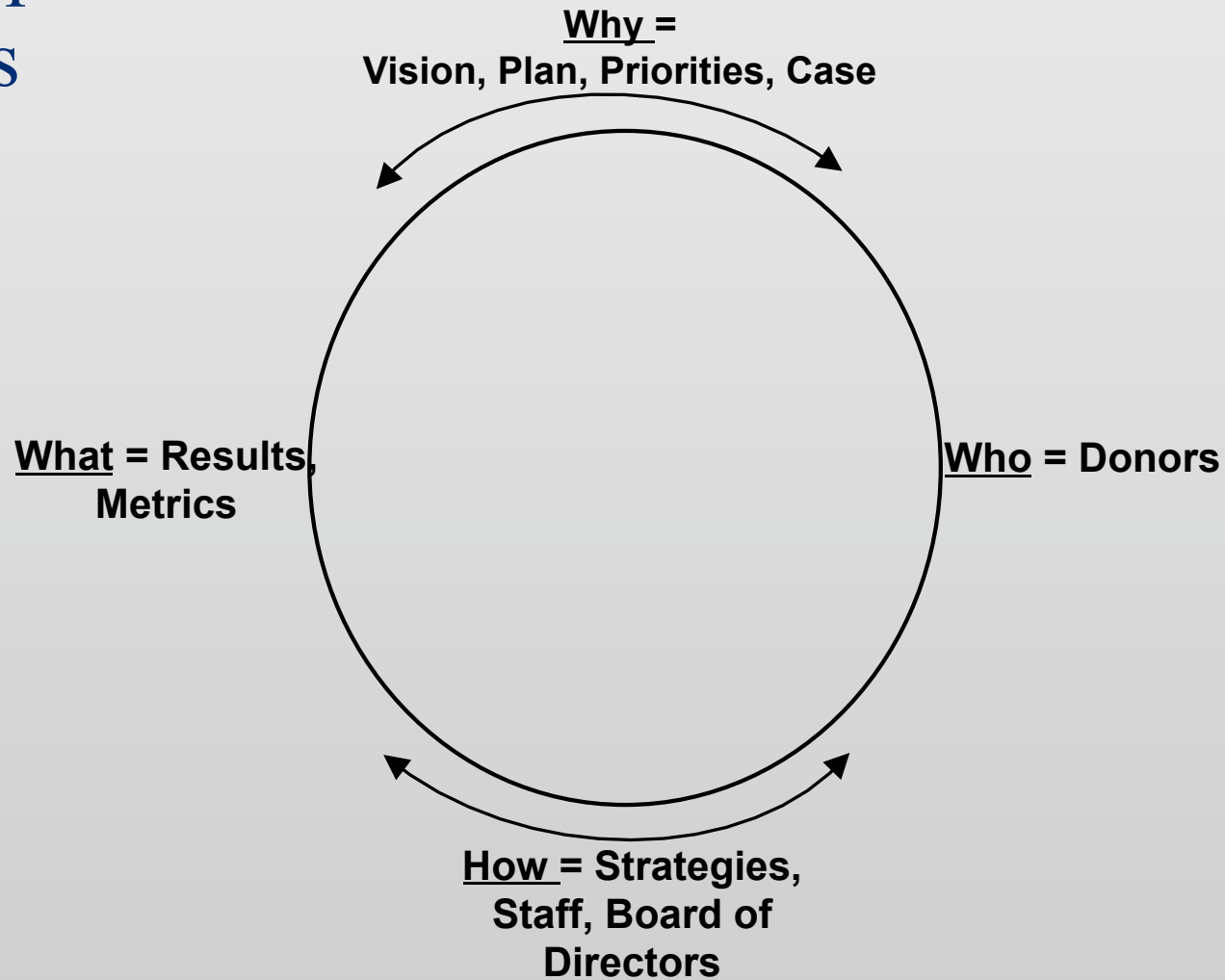


- Accountability reports from CFO
- Accountability visits from Board
- Mission connections with clients
- Stories, stories, stories

# Start Planning Now!



# Development Process



# The Power of Strategic Questioning and Listening

**Offline   Online**



# Donor Satisfaction – On and Offline Engagement!

- Online
- On the phone
- In-person
  
- Benchmark every year or other year
- Use for planning
- Use for donor engagement



# Culture of Philanthropy, Engagement and Stewardship

- Find a champion
  - Dancing guy
- Frame the discussion in terms of advantages to them
- Have a vision
- Be clear about what success looks like – how will you measure it

# Strategic Plan

- Get some quick wins and celebrate
- Stick with it
- Steward participants



# Thank You!

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