

FIA

2023
SA FUNDRAISING
SHOWCASE



GRASSROOTS

**AT THE HEART OF
FUNDRAISING SUCCESS**

Unlocking the Secrets to Successful Donor Stewardship

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Presented by:





Prince Alfred College Foundation

Est. 1974 to support the College as a world-class school for boys

- Buildings & facilities
- Scholarships
- Indigenous education
- College programs
- Teaching & research
- Library & College collections



Foundation Membership

Recognises individuals and organisations who have given \$5,000 or more, either as a one-off gift or over time.

T.G. Waterhouse Society –
Bequests

Membership Level

Member | \$5,000

Fellow | \$10,000

Ambassador | \$25,000

Trustee | \$50,000

Governor | \$100,000

Benefactor | \$250,000

Major Benefactor | \$500,000

Distinguished Benefactor | \$1,000,000

Agenda

- What is donor stewardship and why does it matter?
- Key principles
- Building and maintaining donor relationships
- Measuring success
- Best practices and tips

Only about

20%

of first-time donors make a
second gift to the organisation

Source: <https://360matchpro.com/fundraising-statistics/>



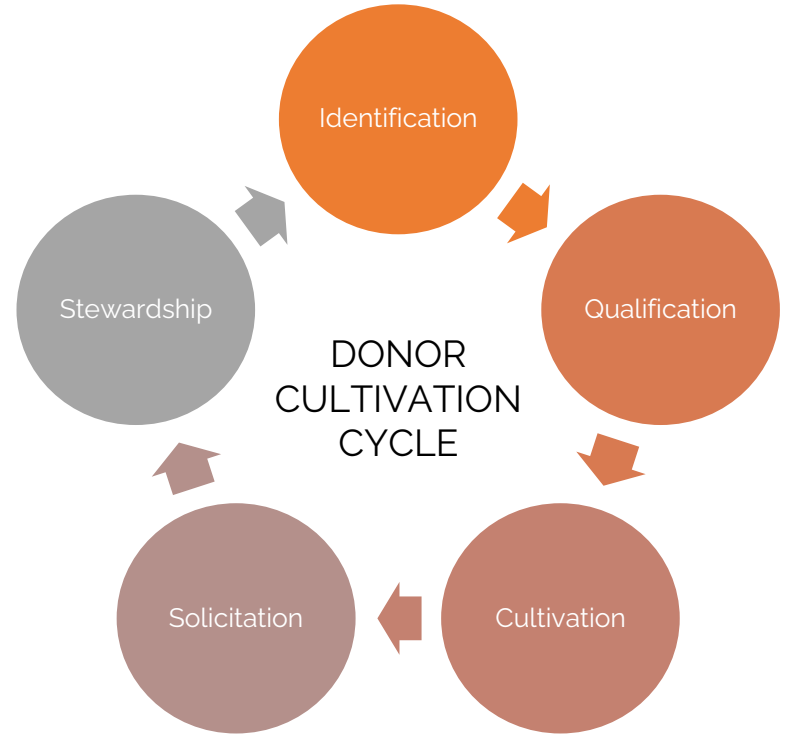
What is Donor Stewardship?

The process of building, maintaining, and nurturing relationships with donors to build long-term engagement and support

- Begins as soon as the donor makes their initial gift
- Focused on building connection, trust, and loyalty

Stewardship and the Donor Cultivation Cycle

- Stewardship – the heart of successful fundraising
- Can make or break the cycle.

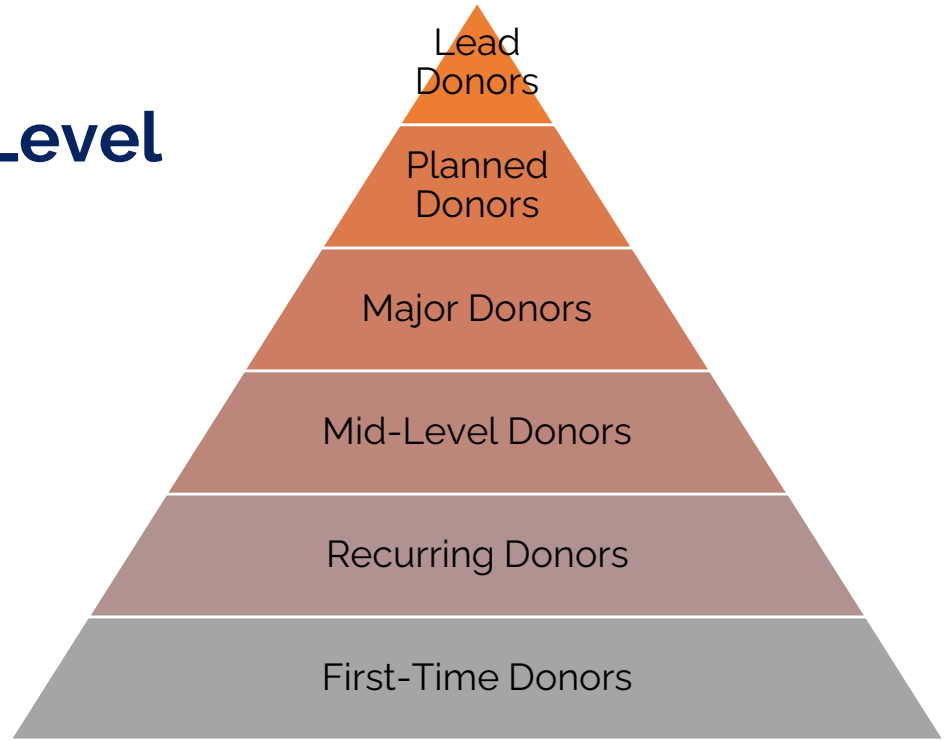


Why Practice Good Stewardship?

1. Donors deserve it!
2. Motivate donors to continue giving
3. Inspire donors to more regular giving and increased giving over time
4. Donor retention critical for the sustainability of your organisation

You Can't Steward Everyone to the Same Level

- Nor should you try



Creating an Effective Stewardship Plan



Stewardship Matrix

A framework based on commitment and involvement

STEWARDSHIP MATRIX

PURPOSE	ENGAGEMENT TYPE	TIMELINE	First-time donors	Loyal donors	Mid-level donors*	Major donors**	Scholarship founder	Bequest donors	Key volunteers
ACKNOWLEDGEMENT	Acknowledgement email (with receipt)	Immediate	X	X	X	X	X	X	
	Acknowledgement call	Within 48 hrs	X	X	X	X	X	X	
	Welcome email	Within 24 hrs	X		X				
	Welcome letter / pack	Within 1 week	X		X			X	
RECOGNITION & APPRECIATION	Donor & Volunteer Thank You Event***	Annual (early Dec)	X	X	X	X	X	X	X
	Donor highlight on social media			X					
	Donor story in Princes Record			X					
COMMUNICATION / IMPACT REPORTING	Impact Report	Annual (early Feb)	X	X	X	X	X	X	X
	Foundation Members' News	Quarterly			X	X	X		
	Princes Record	Half yearly	X	X	X	X	X	X	X
	Update on gift use	Within 6 months	X	X	X	X	X		
ENGAGEMENT	Scholarship Morning Tea	Annual				X	X		
	Individual morning tea with scholarship recipients						X		
	Invitation to special assembly					X	X	X	
	TG Waterhouse Society invitation	Within 1 month		X				X	
	Foundation Lunch / AGM	Annual (May)			X	X	X		
	Birthday card – special milestones (decades)	Birthday		X	X	X	X	X	
	Birthday gift / experience – special milestones (decades)	Annual				X			
	Birthday email	Annual	X	X	X	X	X	X	
	Christmas card	Annual (November)		X		X	X	X	
	Calendar	Annual	X	X	X	X	X	X	X

*Foundation Members and above

**\$50,000+

***Those who have given in that calendar year

Key Principles

- 1. Building Genuine Connections** | Emotional connections based on shared values and interests
- 2. Tailored Engagement Strategies** | Approaches that meet individual needs and preferences
- 3. Recognition and Appreciation** | Creating meaningful ways to express gratitude and recognise donor contributions
- 4. Communication and Transparency** | Open and honest communications to build trust and long-term relationships

BUILDING GENUINE CONNECTIONS

Know Your Donors

- Successful stewardship begins with establishing genuine connections with supporters
- Valuing donors beyond their financial contributions for who they are and what they value
- Ask questions and actively listen
- Keep good records

TAILORED ENGAGEMENT STRATEGIES

Strengthening Ties with Supporters

- Goes hand-in-hand with donor retention
- Use donor data to divide your database into meaningful, actionable segments
- Personalise engagement to meet individual needs and preferences

Scholarship Morning Tea

A Community of Giving / Intergenerational Giving



A Journey Through History

Forming emotional connections



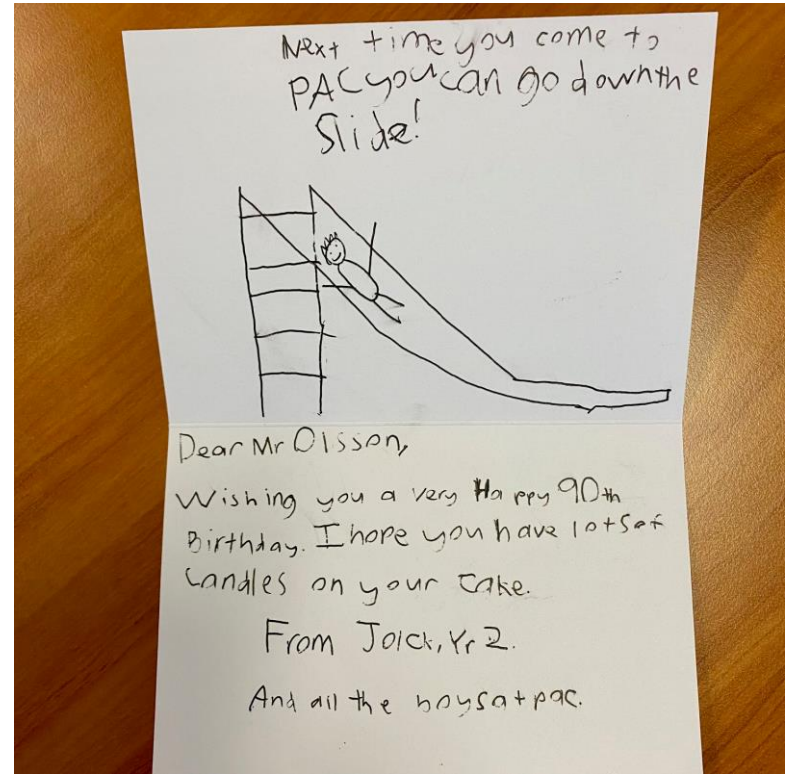
A Special Birthday Celebration

- Imagine the donor's experience
- How can you 'add magic'



The Joy of Handwritten Cards and Notes

- Recognising key anniversaries and milestones
- Engaging beneficiaries in stewardship efforts



RECOGNITION & APPRECIATION

It Starts with Gratitude...for the Donor and the Impact of the Gift

- Expressing gratitude and recognising donor contributions play a pivotal role in stewardship efforts.
- Not being thanked is a key reason for donors to stop giving.
- Thank donors promptly and regularly...without additional asks.
- Ensure the thank you is personalised and explains how their money was used.

Making your Gift Receipt a True Touchpoint



Donor & Volunteer Appreciation Event



COMMUNICATION & TRANSPARENCY

Communicating with your Donors is a Must

- Consistent, timely and purposeful communications foster trust and donor loyalty
 - Gift use and impact
 - Opportunities to get involved
 - Communications that inform, educate and inspire donors about the cause
- Importance of a communications plan – think big picture narrative
- Segmenting donors according to preferences and giving history
- Use of various channels

Reporting Impact

The power of storytelling



A storytelling platform



Support for Brighter Futures

A life-changing opportunity

[Learn more](#)



A New Metal Workshop

Creating inspirational learning spaces

[Learn more](#)



Developing a Year 11 Sustainable Architecture Program

Expanding educational programs

[Learn more](#)



A Library for a New Era

Where research, collaborative learning and creative thinking come together

[Learn more](#)



For the Love of Chess

Opening doors to new opportunities

[Learn more](#)



Nature Play - Every Day

Where creativity, imagination and confidence flourish

[Learn more](#)

Meaningful Content

- Compelling stories
- Conversational style
- Donor as hero



Interactive Elements



Thank You for Your Support | New Table Tennis Tables

Dear <<First Name>>

Thank you for your generous support of recreational activities as part of this year's annual giving. We are absolutely thrilled to share with you that four new outdoor table tennis tables have now been installed at our Kent Town Campus and one at our outdoor education centre at Wambana on the Yorke Peninsula.

The new table tennis tables have already become a hub of activity, bringing our boys together and promoting healthy competition, and we could not be more grateful for your support in making this possible.

Our boys have put together a short thank you video to show what your support has meant to them.

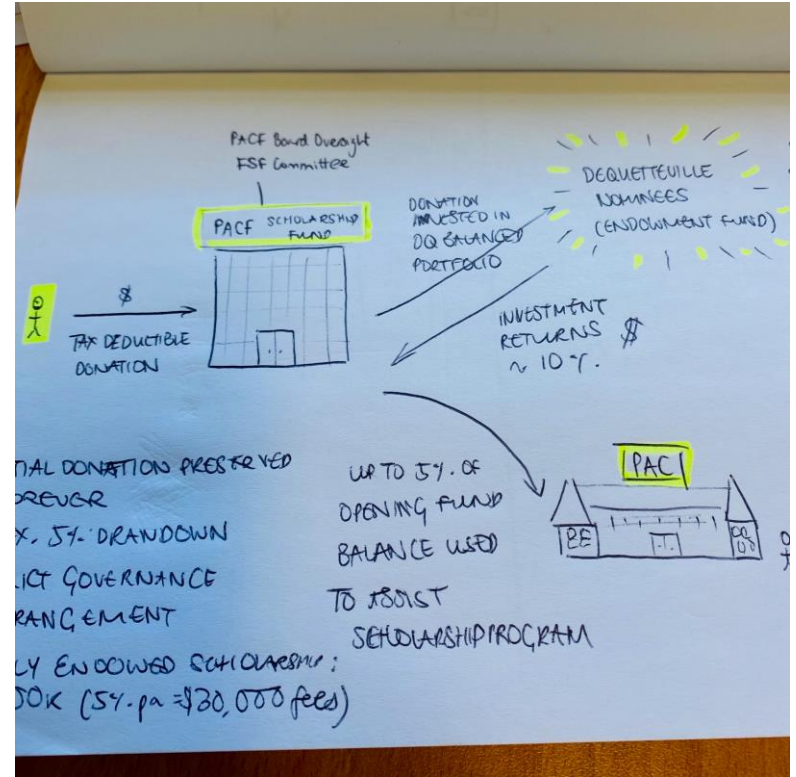


We are committed to ensuring that your donation continues to benefit our community, and we will keep you updated on the positive developments that your support enables. If you ever wish to visit and see the table tennis tables in action, please don't hesitate to reach out to us. We would be thrilled to host you.

Once again, thank you for your kindness and generosity. Your contribution has made a tangible difference in the lives of our boys, and we are deeply appreciative of your support.

Financial Transparency

- Transparency about financial practices
- 'Demystify' any areas that are unclear, e.g. endowment funds
- Provide opportunities for donors to ask questions



When Things Don't Go to Plan

- Important to be transparent about challenges and setbacks
- Open and honest communications build credibility and can strengthen donor commitment
- Offer solutions

EVALUATING & IMPROVING STEWARDSHIP

Evaluating and Improving Stewardship

- Important to continually evaluate and improve strategies
- KPIs based on identified goals
- Opportunities for donor feedback:
 - Surveys
 - Calling donors
 - In-person meetings
- Gather feedback from internal staff

Key Takeaways

- Successful donor stewardship requires a commitment to building lasting relationships through individualised, purposeful and gratitude-focussed communications and engagement
- A well-structured stewardship plan and matrix are valuable tools
- Engage donors in your organisation's activities, demonstrate the impact of their support, and actively seek their feedback as partners and ambassadors

Get in Touch

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