



12 Stewardship Ideas to Strengthen Donor Relationships

1. Each month, assign each board member one donor to **call and thank** for their support. No ask, just a “Thank you for your support!” If after two tries, they don’t get an answer, ask them to leave a message with their return phone number if they would like to talk further.
2. Once a week, ask your Executive Director and Program Directors to **call one volunteer** to thank them for something specific or just their service in general!
3. During your Annual Fund Board Campaign, ask your Board President to **call and thank** other Board members for their financial gifts, pledges and service to the Board.
4. With your donors’ permission, submit **articles or photos** to their professional newsletter or trade association’s publication to acknowledge leadership gifts of time, talent or treasure with their business peers.
5. With your donors’ permission, submit **a letter of appreciation** or photos to their company’s newsletter to acknowledge leadership gifts of time, talent or treasure with their fellow employees.
6. **Ask leadership donors to share their story** and motivation for support at a Board, development committee or staff meeting.
7. Send **a note of congratulations** to donors who are recognized personally or professionally by other publications and organizations.
8. Invite donors to a specific project to have **coffee or dessert with the Executive Director** or senior personnel responsible for that project.
9. Form a **News Flash! Bulletin** for leadership donors with updates on the project they are supporting with financial or other resources.
10. If appropriate, suggest a **challenge gift opportunity** to leadership donors to maximize their gift.
11. Following an ~~event~~ activity, hand deliver a personalized, inexpensive, meaningful **keepsake** to major sponsors. For example, a [Shutterfly](#) photo album with photos from the event, including a “fact” page with the organization’s mission, website, how the dollars raised will benefit the community, other sponsors and donors.
12. Send a quick email when you become aware of an event, activity or article that you know would be of **personal interest** to a donor.