

Donor Stewardship and Engagement to create personal and functional connections leading to a greater commitment to your charity

What does your organization do well on the list? What takes up resources? What are the best ideas for you?

Engagement (Personal Connection)

Informative welcome kit
Use of social media to share information
Informative e-newsletter
Donor/volunteer thank you event(s)
How can donors volunteer?
Receiving quarterly updates
Produce stories from your donors
Seek out donor information on your website

Gift Impact (Personal Connection)

Donors/volunteers understand how their gifts are used
Showing impact about your clients
Impact on your region and specific communities
Research to bolster your decisions

Message focus (Functional Connection)

Help people help themselves
Help families in need
Help kids in need
Show impact on your families
Sharing your sector best practice information and research

Fundraising (Functional Connection)

Simple way to give monthly
Gift Catalog
Providing token gifts
Frequency of asking for gifts
Provide a copy of the annual report to donors/volunteers



Customer Service (Functional Connection)

Easy to find contact info on website
Helpful customer service
Appropriate thanking for gifts
First contact issues resolved quickly
Accurate and timely receipt sent out
Simple and easy to use donation process
In Memorium/In Honour easy to use

What can you do this week!

3 Questions for your top 25 loyal donors. (5+ years minimum.)

1. Why did you give to your organization?
2. How was your giving experience to KLFS on a scale of one to ten?
3. What do you need from us?

Create great experiences for your donors based on this feedback.

