



Momentum Project Lead Tips: Stewardship

WHY

Donors have entrusted us with their investment, and we are both grateful and accountable to them for their generosity. Timely and thoughtful stewardship is critical to retaining donors and cultivating future giving.

BEST PRACTICES

Be prompt

- Donors want timely acknowledgement of their gifts.

Share impact

- Donors want to know we used their gift as they intended.
- Donors want to be able to see the impact of their donation.
- Keep communications donor centered (i.e. “your generous gift has allowed one student to purchase books for the semester”)

Personalization is key

- Creating personalized stewardship shows donors that we see them
 - Rely on personal relationships
 - Strategically select donors to give personal attention:
 - Reach out to those you personally know, allow others within your group/club to reach out to family and friends they personally know.

Create thoughtful goals

- Communicate the context behind fundraising goals. Donors want to know *why* specific amounts of funding are needed and what specifically can be accomplished with new gifts.

Fully develop a story

- Think about what impact stories could be used in personal outreach and how to expand on the story after the close of the campaign to show how philanthropy has made a difference.

IDEAS

Think about breaking this up into manageable time increments and enlist help from others within your group to thank donors. Who else would like to say thank you? Friends, club members, team members, etc.?

Once you have signed [Emory’s confidentiality agreement](#), you may request select donor date to assist with your stewardship.

If you have 10 minutes

- *Make a phone call*—If you have a personal relationship with someone who donated, a phone call can be a nice touch
- *Write a thank you note*—If you have a personal relationship with someone who donated, write them a personalized note letting them know how much their gift means to you.
- *Send an Email* – If you have a personal relationship with someone who donated, write them a personalized email letting them know how much their gift means to you.
- *Share on social* – Thank a friend via Facebook, Instagram, or Twitter. This will also help to get more visibility of your cause.



If you have 30 minutes

- *Make phone calls* – Look at the list of donors and call 5 – 10 donors and thank them for their gift (largest gift(s), most gifts, professor, friends etc.)
- *Write a thank you note* – Look at the list of donors and write 10 - 15 thank you notes to a specific set of donors (largest gift(s), most gifts, professor, friends, etc.)
- *Send an email* – Send personal emails (not one email with multiple people cc-ed) to 15 - 25 donors (largest gift, most gifts, professor, friends, etc.)
- *Share on social* – Thank multiple friends via Facebook, Instagram, or Twitter. This will also help to get more visibility of your program.

SAMPLE CONTENT

Example email one (thank you note):

On behalf of the Emory <<French club>>, we want to say thank you for donating to our project. Because of you, we are able to <<purchase much-needed passports for our trip to France>>.

<<Once our education trip is completed, we will be sure to share with you how your donations impacted our students.>>

Thank you again for your thoughtful support.

NAME

Example email two (impact report):

Your donation to the <<Emory French Club's campaign for passports>> this past year has made a lasting impact on Emory University students by helping them with their educational goals to <<study the French language in France.>>

Together with your contribution, over <<\$5,000>> was raised during the campaign and we thank you for your generosity.

INCLUDE PHOTOS OF THE TRIP

Example email three (thank you note):

Because of your generous support of the <<Emory French Club's passport campaign, I was able to travel to France and practice my French skills. The financial assistance to purchase my passport took away financial stress that allowed me to focus on my educational goals.>> Thank you for being so generous.

- Sally Emory, 20C

Example Momentum campaign page update (posted on your campaign page and can be sent via email to all current donors to your campaign):

Thanks to you—Emory's #GivingTuesdayNow campaign was a great success. The homepage will continue to tell the story! Check momentum.emory.edu to see the total number of donors, which shows the ever-increasing strength and generosity of our community.



Thanks to you—*Emory will continue to help members of our community and advance life-saving research. By standing together with thousands of other donors, you are helping fight this pandemic.*

Thanks to you—*Emory continues to deliver more than 9,000 meals a week to keep frontline health care heroes energized and fed. We've delivered more than 40,000 meals in Atlanta to date.*

Thanks to you—*Emory is making progress in the fight to end COVID-19. This recent news about Emory's remdesivir trial—has been hailed by Anthony Fauci, MD, the director of the National Institute of Allergy and Infectious Diseases (NIAID) as a gamechanger in the quest for new treatment.*

Your gift is helping fund the way forward.

Emory thanks you.