



Dear colleagues,

As 2019 comes to a close and the holidays are fast approaching, it's important to capitalize on year end giving. Thirty-one percent (31%) of all annual giving takes place in December with fifty percent (50%) of nonprofits receiving the majority of their yearly donations in the final three months of the year. Establishing a stewardship plan and continuing to cultivate relationships with your donors will ensure that you maintain a strong donor base as you approach 2020. Stand out during year-end fundraising with stewardship. Have a wonderful holiday season.

- Dennis G. Serrette

Senior Vice President, Partnerships and Advancement



8 Ideas to Refresh your Stewardship Approach

Stewardship plays an integral role in strategic and effective fundraising. Keeping your donors informed and engaged through stewardship best practices will help you retain their support, which, in turn, will allow you to expand your programs and increase the impact you make in your community. Without your donors, your organization would not be sustained, so, it's important that they understand the significance of their involvement. Creating a stewardship plan to help track what you're doing and when will allow you to stay organized and will tell you exactly when you need to have contact with your donors over the course of the year.

1. Schedule monthly times for making thank calls and record the notes from the conversation.

Personal interaction goes a long way. Taking the time to call a donor demonstrates your appreciation for them and reassures them that they matter and their support is having a big impact on the organization.

2. Make a thank you video after the holidays as you wrap up your year end campaign.

Provide information on the successes of 2019. What were the results of your Giving Tuesday? Did you have an annual appeal that exceeded expectations? Share what you hope to accomplish in 2020.

3. Create a new donor welcome package.

When you form a new relationship with a donor, make sure you cultivate it right from the beginning. A good way to do that is by sending them a package with any fun gear that your Affiliate may have to give, such as a lanyard, tote bag, pens or an impact report. Include your Case Statement for them, too.

4. Digitize your annual report to reach more of your supports.

As technology advances, people are becoming more accustomed to the digital age. Make it easy for them by digitizing important documents, such as your annual report.

5. Create a stewardship matrix to show what you'll do for donors who give at certain levels.

Recognizing your donors for their contribution is essential when building out your donor base.

6. Revise your Thank You letter annually. No one wants to read the same letter each year. Personalize it!

7. Profile donors in your communications, such as in your newsletter or website.

8. Host an appreciation event!





Resources

Project Rock offers a comprehensive year-end campaign toolkit with templates and instructional overviews for use, including:

- Annual Appeal Letter
- Phone-a-thon Call Sheet for Volunteers
- Phone-a-thon Script for Volunteers
- President's Letter
- Board Recruitment Template

Visit the Project Rock website to access the toolkit and download these helpful templates at the following link:

[Project Rock Toolkit](#)

We also offer a *Simple Guide to Year-End Fundraising* which outlines the recommended timing, audience, segmentation, objectives, and content of each tool. This guide will help you determine which of these tools will suit your affiliate's needs best. Download your guide here:

[Simple Year End Fundraising Guide](#)

Webinars On-Demand!

Project Rock Executive Fundraising Academy webinars are now available **on-demand!** You can now view our previously recorded webinars at a time most convenient for you.

1. Follow the link for on-demand webinars [HERE](#).
2. Select a session that does not have a scheduled date and time listed (this means the live recording date and time has passed) under "Upcoming Trainings."
3. Click "Register" and you can view the session immediately or download it for later.

Questions?

Call the Project Rock Hotline at 212-558-5309.

Did you know...

Nearly one-third (31%) of annual giving occurs in December

The year-end campaign is crucial to closing out your 2019 fundraising efforts on a high-note. Nearly 50% of non-profits raise the majority of their funds between October and December.

Remember, year-end appeals can do more than just raise funds. They can be a great vehicle for driving web traffic, engaging your social media followers, engaging your Board in a peer-to-peer fundraising campaign, or acquiring new donors to add to your pipeline. Make sure you're making the most of this time by using the right data, segmenting your audience and following up effectively.

Twelve percent (12%) of all giving happens in the last three days of the year

As these donations come in, make sure you're thanking them immediately after. Start that donor stewardship right away!

Branded donation forms can help you raise up to 7x more funds.

Be sure you're online forms look their best to maximize the final days of year-end donations.

Twenty-eight percent (28%) of non-profits raise between 26-50% of their annual funds from the year-end ask.

Two thirds of people who make donations do not do any research before giving.

Remember, Fundraising is relationship building. People give to people! Make the deliberate ask.