



NH Gives 2022  
Donor Stewardship: The KEY to Future Giving!

Catherine Crooker

# Catherine's Development Journey

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- Director of Advancement, Community Action, Hillsboro, OR
- Associate Vice President for Development, Lewis & Clark College, Portland, OR
- Director of the Foundation and External Affairs, Tuality Healthcare Foundation, Hillsboro, OR



# Stewardship – Critical for Long-term Success

Retention Rates in Corporate Environments:

Banking: 75%

Professional Services: 84%

Retail: 63%

Just as in the corporate world, a repeat customer (donor) is more valuable and less expensive than a new one.

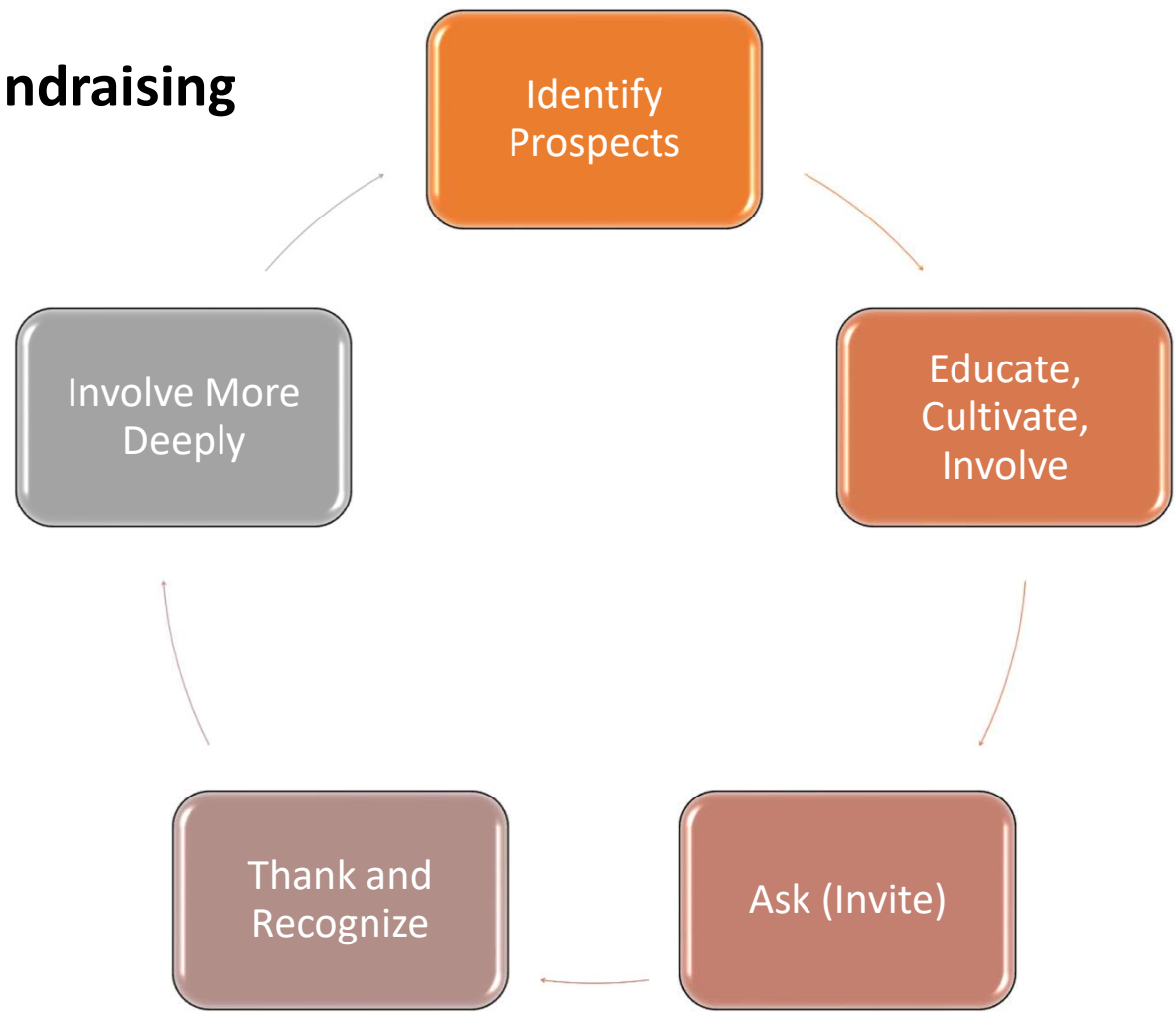
# Stewardship – Critical for Long-term Success

Retention Rates in Non-profit Sector:

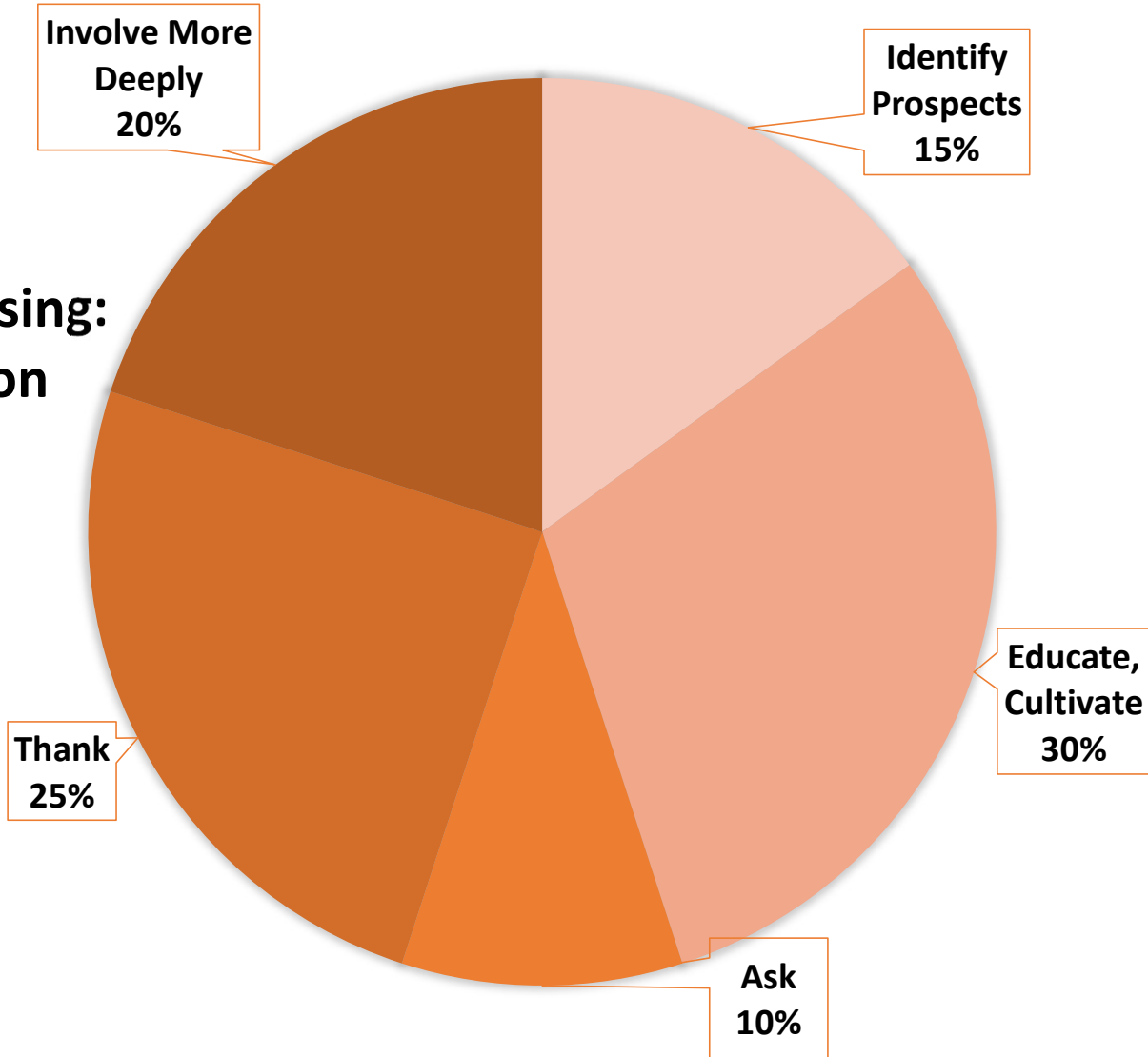
**45.4% in 2019**

We are not very good at this!!!!!!

# Cycle of Fundraising



# Cycle of Fundraising: Time Allocation



# Cycle of Fundraising: Implementation Ideas



# Effective Stewardship – The Essentials

**Thank PROMPTLY!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!**

Ideally within **24-48 hours** of receipt of gift

**Auto-response for online gifts**

- **BRAND and PERSONLIZE Auto-response**



# Effective Stewardship – The Essentials

## **Thank More Than Once!!**

- **Spread out follow-up thanks over the next months**
- **Board Calls to New or High-level Donors**
- **Personalized note from ED or other staff**
- **Thanks from clients**
- **Add to eNewsletter List**
- **Thank on Website**
- **Donor Testimonials**
- **SIMPLE Donor Thank You Event**

# Effective Stewardship – The Essentials

## **RECEIPT vs. Thanks**

- **Receipt each gift ONCE! Include your Tax ID and Standard Language**
- **Thank as many as SEVEN TIMES! Do NOT include Tax ID and Standard Language**

# The Joy of Service

“I slept and dreamt that life was Joy, and then I awoke and realized that life was Service, And then I went to work -- and, lo and behold I discovered that Service can be Joy.”

Rabindranath Tagore



INSPIRED FUNDRAISING STRATEGIES  
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