

Growing Together

3rd Annual Toronto Regional Workshop

* **Best Practices:**
Through three distinct lenses



Best Practice:

A procedure that has been shown by research and experience to produce optimal results and that is established or proposed as a standard suitable for widespread adoption

(Merriam Webster)







Malika McCray

Associate Director of Stewardship

**[Union of
Concerned Scientists**



The Stewardship Matrix

Meet best practices, streamline projects,
and develop buy-in for your work



[Union of Concerned Scientists

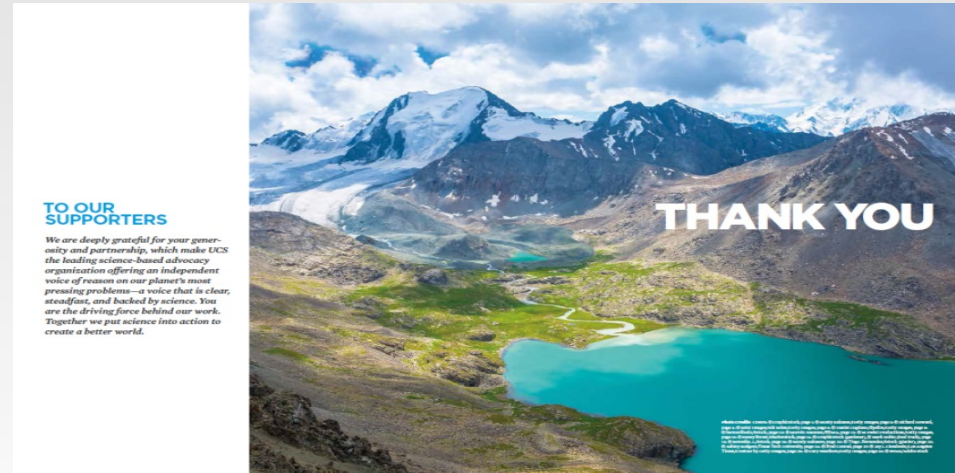


- \$30 Million Budget
- 100,000 Donors
- 20,000 Science Network
- 500,000 Activist Network

- 170 staff
- 30 in Development
- 3 in Stewardship

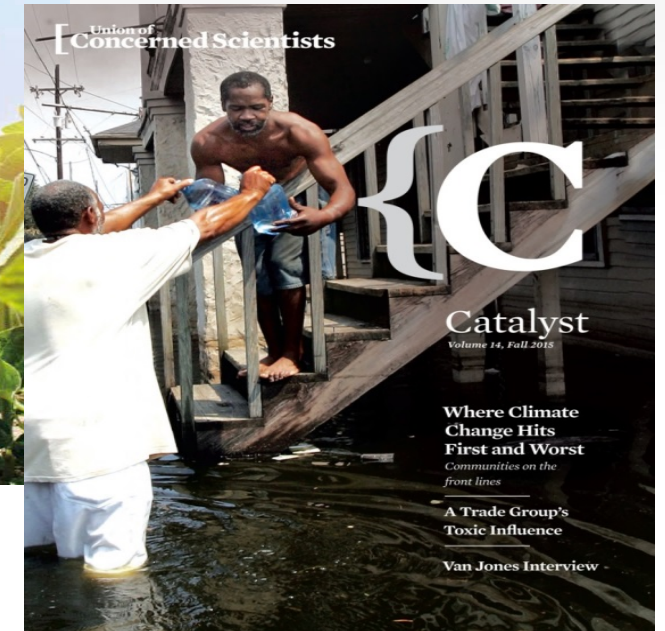
Thanking

- **Never miss an opportunity**
 - Acknowledgement letters
 - Phone calls
 - Emails
 - Cards
 - In person conversations
 - Events



Reporting

- Everyone deserves a report-back
 - Annual Report
 - Magazine
 - Impact Postcard
 - E-Newsletter



Engaging

- Deepening donor loyalty
 - Events
 - Activism
 - High level meetings
 - Field trips





Constituency	Thanking	Reporting	Engagement
Advisory Board	Personalized Contact	Monthly email	Meetings & Field Trips Grasstops Engagement
Major Donors & Prospects		Look-Forward End of Year Piece	In-person visits
\$1000+	Annual Report Listing Holiday Card	Annual Report Impact Postcards PG Newsletter	Biannual Conference Calls Events
Planned Giving			
Monthly Donors			
Members	Tax Slip Mailing Thank You Call (new & \$250+) Thank You Postcard	Magazine eNewsletter Cultivation Letters Annual Report Lite	Webinars Weekly Email Actions



Constituency	January	February	March	April	May	June	July	August	September	October	November	December			
NAB	NAB Email	NAB Email	NAB Email	NAB Email	NAB Email	NAB Email	NAB Email	NAB Email	NAB Email	NAB Email	NAB Email	NAB Email			
Major	Impact Postcard	Magazine	eNewsletter	Impact Postcard	Conference Call Invite	PG Newsletter	Impact Postcard	eNewsletter	PG Newsletter	Impact Postcard	Annual Report	Look-forward piece			
\$1000+												Annual Report	Holiday Card		
PG												Conference Call Invite		Impact Postcard	
Monthly												eNewsletter	Weekly Actions		
Member	Tax slip	Weekly Actions	Weekly Actions	Magazine	Weekly Actions	eNewsletter	Magazine	eNewsletter	Weekly Actions	Magazine	Thank You Postcard	eNewsletter			
	eNewsletter	eNewsletter									Weekly Actions		Weekly Actions	Weekly Actions	Weekly Actions
	Weekly Actions	Weekly Actions									Cultivation letter	Weekly Actions	Weekly Actions	Weekly Actions	Weekly Actions



THANKING		
Name	Definition	Team
MGO Call	Phone Call	Major Gifts
Volunteer Solicitor/ Program Partner touch	Note Card or Email	Major Gifts
Annual Report Listing	Preferred Name Listing in AR	Stewardship
Holiday Card	Thank You Greeting Card	Stewardship
Thank you postcard	4 x 6 Postcard	Stewardship
Vendor Thank You call	3 Minute Phone Call	Membership

REPORTING		
Name	Definition	Team
NAB email	Monthly accomplishments	Stewardship
Look-forward 4 pager	Forward Looking Assessment	Major Gifts
Annual Report	25 Page Heavy Stock Collateral piece	Communications
Impact Postcard	4 x 6 Postcard	Stewardship
KGS Newsletter	Tri-fold Brochure style	Planned Giving
Catalyst	Member Magazine	Communications
UCS eNewsletter	Convio eNewsletter	Communications
Cultivation Letter	1-2 page letter	Stewardship
Annual Report Lite	Abbreviated Annual Report	Stewardship

ENGAGEMENT		
Name	Definition	Team
NAB meetings and field trips	Conference-style meetings	Stewardship
Grasstops Engagement Opportunities	Opportunities to engage in primary campaigns	Program
In-person visits	Program and Development staff one-on-one meetings with donors	Major Gifts
Biannual Conference Calls	Conference calls with UCS leadership and program staff	Stewardship
Program Webinars	Action-based webinars with program staff	Program
Weekly Email Actions	Action-based campaign emails	Communications



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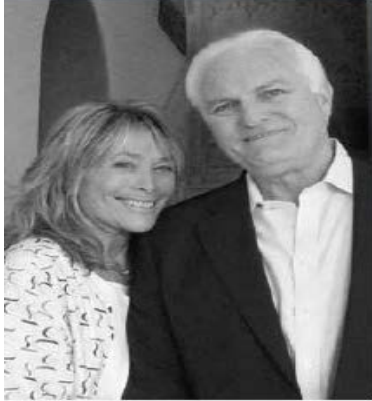
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UCS is a powerful and effective organization operating with solid scientific data and absolute integrity. We make regular gifts because we can actually point to the results and observe positive changes made with careful use of UCS resources. In these difficult times, UCS provides a reason for optimism. We know that the regular investment we make in UCS is our opportunity to play an active role in creating the world we need now, and for future generations."

D.C. AND MIKE MCGUIRE
UCS members, Henry Kendall Society and Partners for the Earth

HOW OUR MEMBERS MAKE A DIFFERENCE

UCS is supported by more than 100,000 individual members and foundations who want rigorous, independent science to shape our nation's policies. We preserve our integrity by not accepting corporate or government grants.

Many donors choose one or more of the following options:

HENRY KENDALL SOCIETY members provide UCS with leadership-level support. More than 1,500 individuals have made a generous commitment to support us through a gift of \$1,000 or more annually.

PARTNERS FOR THE EARTH are among our most dedicated supporters. This group of more than 7,500 people provides sustaining, reliable support to UCS through automatic monthly donations.

KURT GOTTFRIED SOCIETY members support our mission well into the future through life income gifts, wills, and other estate planning arrangements. More than 1,000 people have made legacy gifts to UCS.

We are proud to be recognized by leading charity ratings agencies for our sound fiscal management and organizational effectiveness.

For more information about these giving options and more, please visit our website at WWW.UCSUSA.ORG/GIVE or call us at (800) 666-8276.



Union of
Concerned Scientists

UCS RELIES ON YOU

UCS doesn't accept corporate or government grants. We're not funded by special interests. We're funded by people like you—who want rigorous, independent science to shape our nation's policies.

Our independence comes from you.

THANK YOU.



Union of
Concerned Scientists

A MILLION REASONS WE NEED YOUR HELP



UCS is proud to announce a unique matching gift opportunity.

YOUR CHALLENGE: When you make a new planned gift to UCS—or disclose one we didn't already know about—a generous anonymous donor will make an outright gift of \$5,000 to UCS, up to \$1,000,000 in 2016.

YOUR QUESTION:

- What qualifies as a planned gift?
- Leaving UCS a gift in your will or living trust
 - Designating UCS as a beneficiary of your IRA, 401(k), 403(b), or other retirement or financial account
 - Establishing a charitable gift annuity or charitable remainder trust to benefit UCS, and provide you with a stream of income for life
 - Among several others

YOUR NEXT STEP:

Help us reach \$1,000,000 by making a planned gift in 2016. To learn more, please contact Director of Planned Giving Ken Dolbushian at (877) 303-8014, or kedolbushian@ucsusa.org.



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Science Network	Holiday Card	Victory emails	Email Actions; Program Engagement Opportunities; SN webinars
Activist Network	Annual Thank you email	Victory emails	Email Actions; Program webinars

[Union of Concerned Scientists





[Union of Concerned Scientists

Malika McCray

Associate Director of Stewardship

mmccray@ucsusa.org



Richard Howes

President /Owner, Presidential Environment

Caroline van Nostrand

Owner/Consultant, Donor First Philanthropy



Presidential

RECOGNITION THAT ENGAGES

INNOVATIVE DONOR RECOGNITION . . .

Richard Howes – Presidential Environment

Caroline van Nostrand, CFRE – Donor First
Philanthropy

THE BASICS . . .

rec·og·ni·tion

rekəg'niSH(ə)n/

noun

- acknowledgment of something's existence, validity, or legality
- **etymology:** again (re) + to know (cognition)

common elements:

- recognition walls
- area recognition & room plaques
- interior & exterior installations
- wayfinding signage: 'Smith Wing'
- awards

NEXT LEVEL IMPACT

What can recognition accomplish?

- Reflects organization's culture
- Represents values & commitment of community
- Honours and engages donors
- Publically celebrates key supporters
- Visually represents culture of philanthropy
- Inspires others to give and invest
- Meaningful stewardship, engagement tool(s)
- Elevates surroundings
- *What else?*

RSGC EXAMPLE

Case study . . .

- Royal St. George's College (RSGC) – independent boys' school in Toronto
- 50 years old, traditional values-based education
- Limited refurbishments, but no re-development or large scale building since '90s
- Restricted outdoor space, ill suited for its many uses
- Minimal fundraising; limited donor engagement
- One recognition installation, with minimal impact

RSGC'S EVOLUTION

Case study . . .

- Launched 3-year major capital campaign to fund campus redevelopment . . .
- 2 years in, majority of \$ raised
- New campus, better suited to fulsome student experience – happy children, happy families!
- The community engaged, proud of results
- Focus shifted to donor honouring and recognition

RSGC RECOGNITION

Varied, inclusive recognition

1. Cumulative donor recognition wall (\$25K+)

- Novel high visibility location = key focal point

2. Area plaques – sizes reflect gift ranges

- Custom plaques for special areas / honouring

3. Multi-year pledge recognition piece

- Recognize 5 year pledges of \$10k & \$25k
- Tribute aspect – honour sons, alumni, etc.

4. Interactive digital recognition installation

- Inclusive, changeable donor recognition (ltd cost)
- Multi-media – timeline, videos, profiles

RSGC TEACHINGS

Recognition Best Practices

1. Reflect your community & culture
2. Have a holistic approach
3. Exceed donor expectations
4. Be creative!
5. Embrace how spaces are actually used
6. Highlight desired donor behaviours
7. Be inclusive

AUTHENTICITY

1. Reflect your community & culture

- Employ meaningful symbols
- Embrace history; reflect from where you've evolved - creates nostalgia
- Recognition as "art"
- Meaningful, varied options for different groups
- Not 'one size fits all'

Q: What's special in your organization that's motivating to donors?

MEANINGFUL SYMBOLS

- St. George and the dragon
- Sword = symbol from myth
- Glass sword encased in glass
- Strong visual appeal, *artful*
- Donors feel strongly valued, honoured



- Historical (sword) mixed with current (house crests)

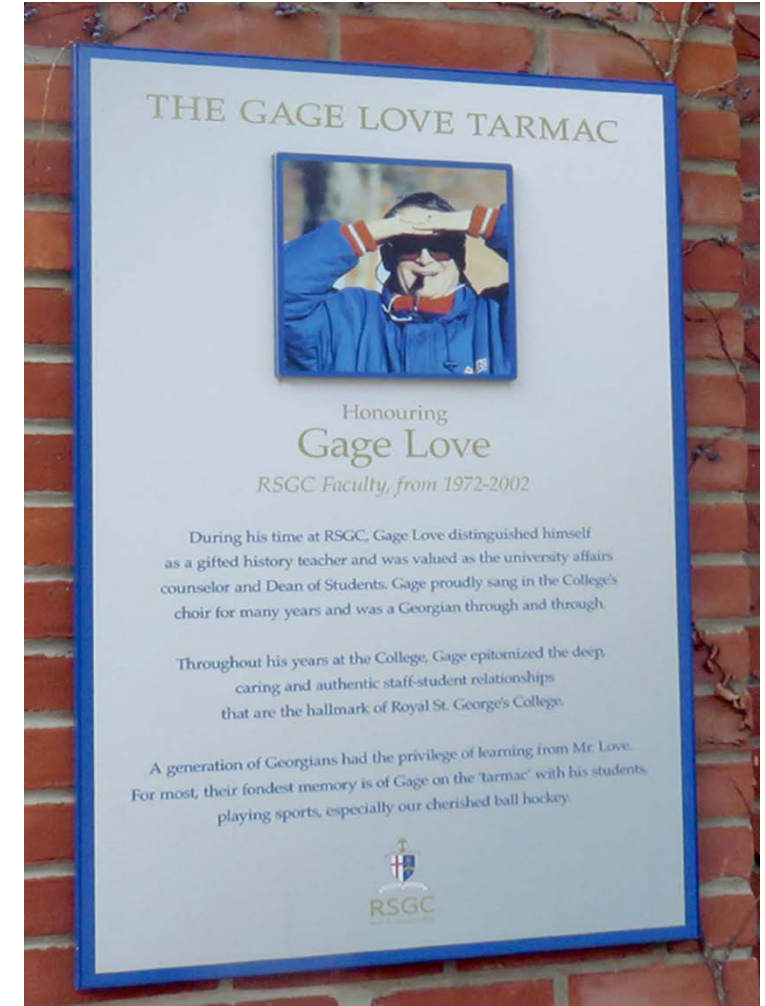


**MORE
PERSONAL,
THE BETTER!**

2. Have a holistic approach

- Personalize recognition wherever possible
- Evolve plaques use quotes, photos, etc. →
- Express donor values
- Create a connection
- Honour & pay tribute
- Create 'ethos of giving,' inspire others

Q: Who motivates others to give?



Include a story & photo.
Pay tribute, create donor
engagement and pride.

VISUAL INTEREST & IMPACT

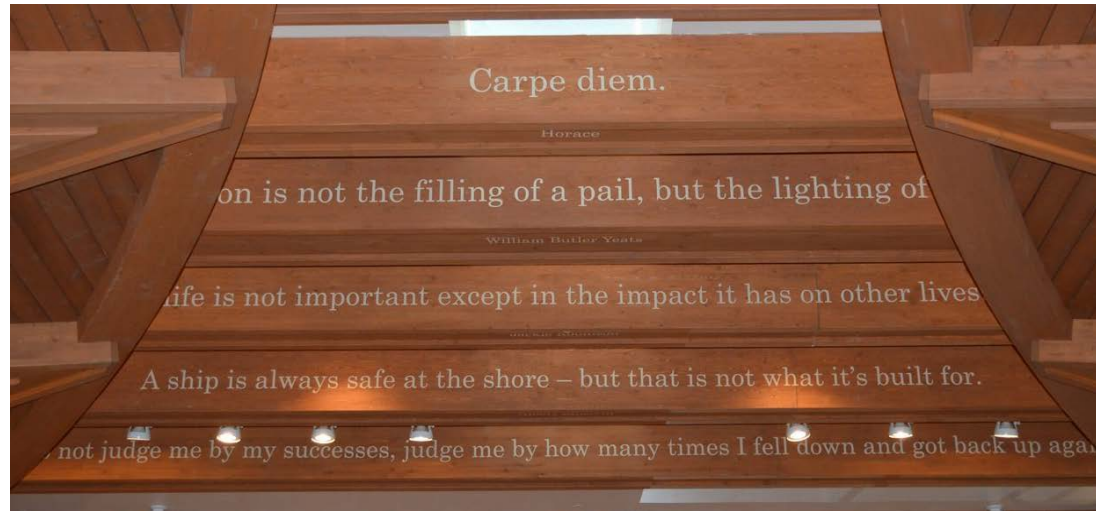
3. Be creative!

RSGC's Ketchum community hall:

- Heart of school I, prime recognition space
- 'Outside the box' approach
- Ceiling & mantle: untraditional
- Large scale, stand out, exciting!
- Sense of engagement and value
- Permanence, focal point
- Mantle elevates important group . . . sends a strong message of value

Q: Where can you introduce some drama or impact?

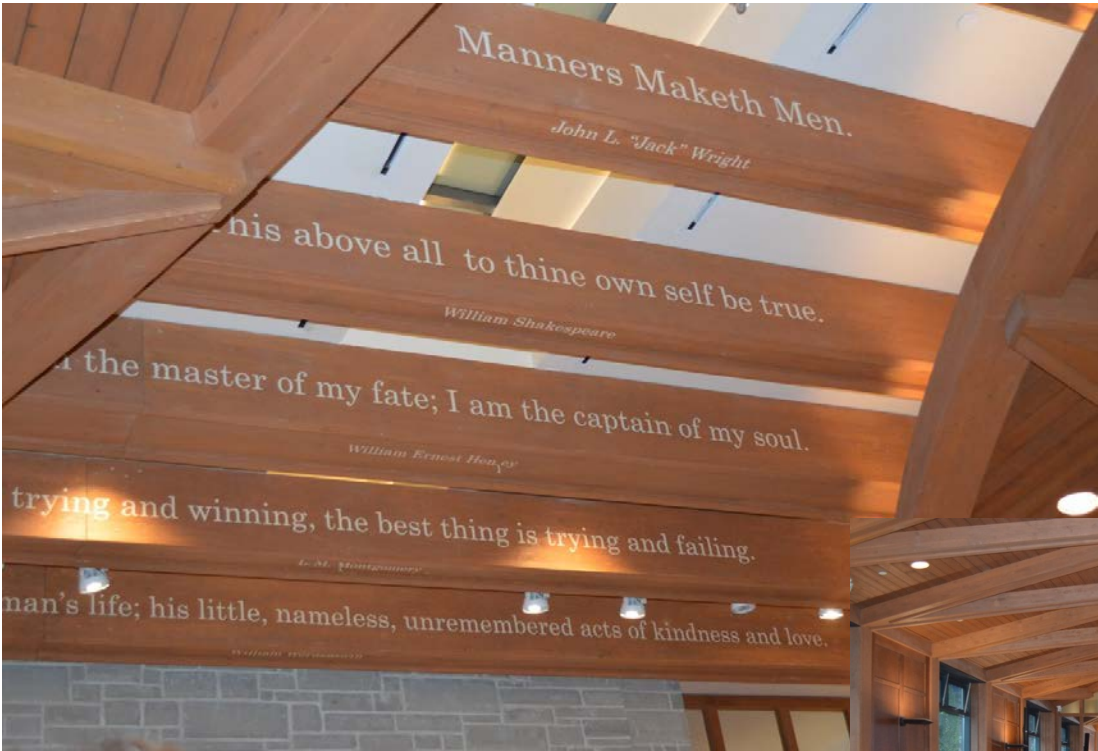
CREATIVITY COUNTS!



RSGC used a ceiling, fireplace mantle and historic table to honour its heritage & donors!



CREATIVITY COUNTS!



SPEAK TO DONOR INTERESTS

4. *Exceed* donor expectations

- Interactive recognition - unexpected!
- Multimedia, expressive of values, interests
- Honours & *engages* community
- Flexible & changeable
- Curated donor / visitor experience
- Variety of content: educational + recognition
- New content brings people back

Q: How can you not just serve donors, but also delight and engage them?

FOCUS ON YOUR DONORS



Welcome image of RSGC's front door. Options enable visitors select where they want to go, prompting options according to selections.

HONOUR EXPERIENCES

5. Embrace how spaces are used

- Location of low perceived value not meaningful
- Spaces link to experience, carry emotional weight
- Consider what's evocative & sacred
- Value from related experiences – acknowledge where important events and moments occur . . .
- Use spaces to represent your institution – i.e. entrance to a special space, statue of founder, garden that visitors enjoy, etc.

Q: Where are meaningful experiences occurring?

HONOUR EXPERIENCES

Outdoor wall area is desired recognition?
Yes, because their young son
loved playing 'wall ball' with friends!



Value can be determined by a space's impact, even more than by square footage, visibility or volume of traffic.



ADVANCE CULTURE OF PHILANTHROPY

6. Highlight desired behaviours

- Important / valued donors . . . what are they doing that's special?
 - Multi-year or monthly supporters
 - High value cumulative donors
 - 3rd party organizers, etc.
- Honour donors while inspiring others
- Means to build desired outcomes
 - i.e. increase long term donor value

Q: What impactful behaviour do you want to encourage?

ADVANCING A CULTURE OF PHILANTHROPY



Tribute giving can engage both community & family in recognition of a loved one / valued contributor.



Sustainer walls effectively honour multi-year or legacy donors.

VALUE ALL DONORS

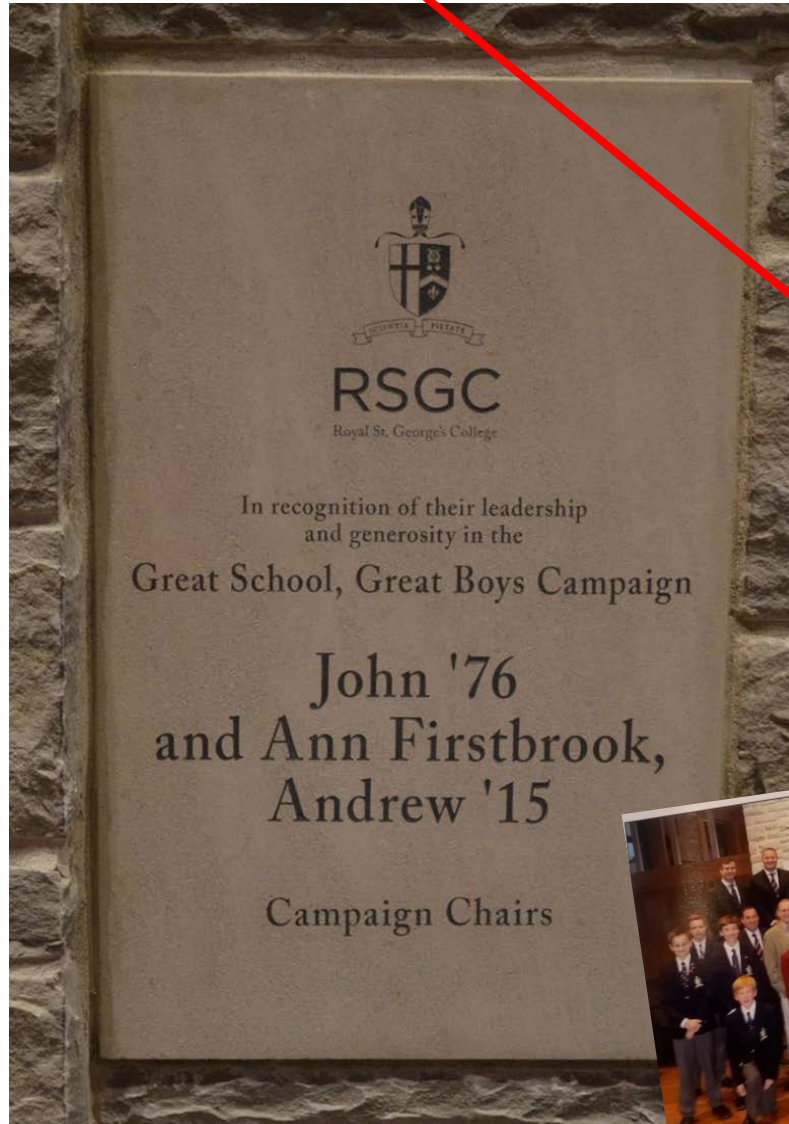
Be inclusive

- Treat donors as high end, to inspire them to act as such
- Recognize all levels of support where possible, i.e.
 - Annual Report / newsletter donor listing
 - Digital / online recognition
 - Consolidated group plaques
- Tailor options for specific groups
- Reflect interests to honour them meaningfully
- Leverage peer influence as a catalyst for giving

Q: Where can you fulsomely acknowledge your donor base?

Multiple recognition levels: accessible to a wider array of donors

VALUE
ALL
DONORS



RSGC Royal St. George's College

Honouring Our Past | Building Our Future

Donor Recognition and Stewardship at RSGC

In this, Royal St. George's unprecedented fundraising effort to fund the current campus redevelopment, we have the opportunity to honour and recognize our donors in new, unique and meaningful ways.

To that end, the College has developed both recognition and stewardship benefits for donors to the Campaign and who support the College on an ongoing basis via the annual fund.

Donor Recognition

The following levels represent milestones at which our donors will receive notable recognition benefits.

Giving Levels	Giving Ranges
Visionaries' Circle	\$1,000,000+
Founders' Circle	\$500,000 - \$999,999
Governors' Circle	\$250,000 - \$499,999
Headmaster's Circle	\$100,000 - \$249,999
Georgians' Circle	\$50,000 - \$99,999
Knights' Circle	\$25,000 - \$49,999
Dragons' Circle	\$10,000 - \$24,999
Friends' Circle	\$5,000 - \$9,999

Donor Acknowledgement

All donors to the College – whether supporting the Campaign or annual fund – will be included, at their applicable donor recognition level, in the electronic donor recognition installation to be located in the Theatre Lobby of the See House addition.

Donors at the \$25,000 level and above will qualify for listing on the physical recognition wall, to be located on the Patrons' Terrace, the elevated area surrounding the outside entrance to the Chapel. Donors can qualify with a one-time donation or via cumulative giving.

Make up our donor recognition supported RSGC.



Group thank you - enforces affiliation & identity

**TO
CONCLUDE . . .**

Maximizing your opportunities . . .

- Stand for quality
- Showcase history, honour community of donors over time
- Incorporate meaningful symbols tied to mission = nostalgia
- Be creative – think beyond mere plaques
- Add depth – share donor stories & values
- Seek to surprise & delight your donors
- Show appreciation for donors of all levels

**LET'S
CONNECT!**

Richard Howes

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Caroline van Nostrand, CFRE

caroline@vannostrand.ca

www.presidentialenvironment.com

Marian Johnson

Senior Manager, Stewardship and Donor Engagement



Donor Relations Best Practices

ADRP Canadian Regional Conference

May 26, 2017

Marian Johnson

Senior Manager, Stewardship and Donor Engagement

Women's College Hospital Foundation



Guiding Philosophy

“Thankfulness may consist merely of words.

Gratitude is shown in acts.”

- Henri Frederick Amiel

Evolution of recognition

Traditional Model

- The old “gold standard” includes a thank you letter and phone call (48 hrs)
- Static recognition
- Recognition represents end of a process with a donor
- Recognition vehicles are stand-alone and non-changing

New Model

- The gift represents the beginning
- Highly customized and unique
- About engagement (two-way dialogue)
- Recognizing lifetime contributions (time, talent, treasure)
- Authentic
- About donor impact

Objectives

- 1. Ensure an equitable and consistent experience for all donors** through personalized recognition at all giving levels and providing opportunities for engagement to all donors
- 2. Create a culture of organizational gratitude** through a thoughtful and sustainable framework for stewardship and recognition to inform the post-campaign donor relations program centered on growing donor engagement
- 3. Reflective of WCHF values:** Respect, caring, integrity and partnership – through authenticity and accountability

Equitable Experience

First Time Gifts

- All first time donors (except in memory tributes) receive thank you phone call from DC, Stewardship or assigned Staff Manager, regardless of gift size

- All first time donors to receive tiered welcome kit / welcome package within 1-2 months of first gift (see Welcome Package Distribution plan document)
- Welcome packages will be sent out once per month, based on monthly first-time donor report

- First time donors \$100+ to receive follow-up phone call from Staff Manager 4-6 weeks after receipt of welcome package
- If contact made, donor to be personally invited to next scheduled group engagement event, and entered into appropriate stewardship stream / permacode group
- If contact attempt unsuccessful - action trigger set for second attempt within 1-2 weeks
- If second contact attempt unsuccessful, donor remains in DM comm stream (0.1 or 1.1 permacode)

All Gifts Received Online

- Real-time notification received by several Foundation staff members (Marian, Jun, Britt, Catherine, etc)
- Donor receives automatic thank you letter and tax receipt via email (2 emails)

- If the gift is \$1,000+, the donor is to receive additional mailed thank you letter. DC, Stewardship creates special letter for Kathy Hay's signature.
- DC, Stewardship scans signed letters into M drive and places in mail outbox

- DC, Stewardship reviews all online gifts and identifies assigned donors and potential new prospects, notifies the staff manager to trigger thank you calls

- If no staff manager exists, but the gift is \$100+, DC, Stewardship either assigns to staff manager or makes the thank you call once the gift has been reconciled with RE
- If the gift is >\$100, but is first time donor, then Britt makes a thank you call
- DC, Stewardship sends out \$3k+ notification to trigger thank you calls from Kathy or Staff Manager. Wendy to create call sheet for Kathy's calls.
- DC, Stewardship or Staff Manager (or DO) to enter call action and any relevant donor notes in RE.

Gift Received by Mail (>\$5K)

- Office Manager sorts mail and provides copies of gift back-up to DO, Donor Services for processing
- DO, Donor Services processes gift & generates template acknowledgement letter with tax receipt within 48 hrs

- Office Manager also provides copies of gift back-up to DC, Stewardship for gifts \$100+ for thank you call assignment.
- If staff manager exists, DC, Stewardship assigns calls. If no staff manager exists, DC, Stewardship completes thank you call within 24 hr, in times of high donation volume. DC, Stewardship creates thank you call schedule for staff
- Staff manager (or DO) making thank you call updates donor's RE record.

- \$100 Office Manager receives letter & receipt for mailing
- \$100+ DC, Stewardship receives letters for any customization & non-custom letters for Kathy's signature.

- \$100 letters mailed by Office Manager
- \$100+ custom letters reviewed by Staff Manager or DO (Kathy)
- DC, Stewardship prints final customized letters and provides to Kathy for signature
- DC, Stewardship scans signed custom letters into M Drive

Gift Received by Mail (\$5k+)

- Office Manager sorts mail and provides copies of gift back-up to Manager & DC, Stewardship & DO, Donor Services
- DO, Donor Services confirms gift allocation with Staff Manager, processes gift & generates tax receipt within 48 hrs

- DC, Stewardship sends out \$3k+ notification to trigger thank you call from Kathy or Staff Manager. Wendy to create call sheet for Kathy's calls.
- Staff Manager or DO to enter call action and any relevant donor notes in RE.

- DC, Stewardship creates special letter(s) for Kathy Hay's signature (new) or Staff manager (pledge payments) (see SL procedure & checklist)
- Letter reviewed by Staff Manager or DO

- DC, Stewardship prints final letter for printing and provides to Kathy/Staff Manager for signature
- DC, Stewardship scans signed letters into M drive and places in mail outbox

Gifts of Stock / Securities Transfer

- Office Manager or CFO receives notification of stock transfer

- CFO oversees administration of gift of stock / transfer of securities and notifies Manager & DC, Stewardship and/or DO, Donor Services

- DC, Stewardship triggers thank you call from Kathy or staff manager according to regular process stream for amount of stock or securities transfer

- Gift processed by regular process stream according to amount of transfer

New Pledges

- Staff Manager or DO (Kathy) to provide verbal pledge information to Stewardship & Donor Engagement Team to trigger preparation of Gift Agreement

- Signed gift agreements are to be provided to Stewardship & Donor Engagement team to trigger Stewardship RE Action coding (see GA RE Coding procedure)

- DC, Stewardship creates special letter for Kathy Hay's signature
- Letter reviewed by Staff Manager or DO (Kathy)
- DC, Stewardship prints final letter and submits for signature. Britt scans signed letters into M drive and places in mail outbox

Tribute Gifts (Hon, Mem, THANKS)

- Gift processed by regular process according to amount whether by mail or online

- Office Manager prepares tribute card, certificate and/or pin as appropriate
- DC, Stewardship proofs card messages
- Office Manager delivers or sends to recipient.

- For Give with THANKS, Office Manager tracks delivery of certificates, first time and 10 time pin recipients.

- For large-volume tributes, Manager, Stewardship or Staff Manager, tracks and reconciles gifts received to liaise with honouree or NOK

Planned Gifts

- New Estate gifts: Office Manager sorts mail and provides copies of Estate information to CFO or CPO receives directly

- CFO creates estates record in RE and hard file
- CFO prepares acknowledgement / thank you letter to Estate for receipt of notification

- CFO becomes ongoing contact for estate administration and communication with executors / trustees

- Gifts received from Estates processed by regular process stream according to amount

The Gratitude Experience



The Gratitude Experience



***Welcome to/
thank you for
being part of our
family***

Celebrating community
support for WCH/
WCHF



***You're a
Life-Changer***

Impact of philanthropy
on patient outcomes
Patient stories, medical
research stories, etc...



***Meet the WCH
family***

Profiling doctors,
nurses, patients,
donors



***Together we made
this possible/
welcome!***

Celebrating the grand
opening of the new
hospital

Pilot June 2015 to June 2016 and onwards since

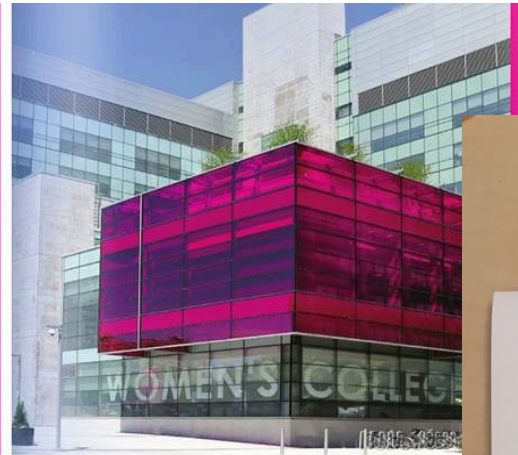
The Donor Experience



The future of healthcare
is here



Celebrating a decade
of transformation
2006 - 2016



Nadine's story



For Nadine, Women's College Hospital is the place that helped her find what she'd been searching for her whole life: the ability to believe in herself.

A patient of WCH's Women's Mental Health Program, Nadine says that the caring and support she receives at the hospital have profoundly changed her life and outlook.

When she was in her early 20s, Nadine left her home country of Jamaica and moved to Canada to escape the abuse she was experiencing at the hands of her caregivers. But even though she had found safety and hope in her new country, the trauma of her past stayed with her and she struggled to enjoy life. Most of the time, she wished she could just stay in bed.

Nadine's family doctor referred her to Women's College Hospital, where she began bi-weekly sessions with psychiatrist Dr. Jennifer Hermal and enrolled in a group therapy program. With its women-focused care and welcoming, patient-centred environment, WCH proved to be the perfect fit for Nadine.

"Since I started coming here, I feel like I can breathe," she says. "I felt so lost until I got here. Now I know I'm not alone, and I'm not afraid to talk about what happened to me. I've learned to just believe in myself. I have learned value - my value."

**THE FUTURE OF
HEALTH FOR WOMEN
IS BOLDER AND BRIGHTER
THAN EVER BEFORE.**

TAKE A LOOK AT WHAT'S NEXT.



You are changing lives



Celebrating a decade
of transformation
2006 - 2016



WCH
WOMEN'S COLLEGE
HOSPITAL FOUNDATION
Health care for women | REVOLUTIONIZED

The Donor Experience



The Donor Experience



Thanks to the leadership and generosity of breast health champion CIBC, women across Canada are living to see their children grow up and their dreams realized. Women like Nara and her 13-year-old daughter.

With \$1.7 million toward breast cancer research and treatment at Women's College Hospital, a global leader in advancing the health of women, CIBC is empowering women everywhere to make the best decisions for themselves and their families. For Nara, that meant accessing genetic testing that revealed her high risk of developing breast cancer and preventive surgery that virtually eliminated that risk – all under one roof at WCH, the hospital she says gave her the gift of life.

CIBC, from our family to yours – thank you. You are life-changers!

Learn more, visit: www.wchf.ca.

KNOW ANYONE CLOSING THE
HEALTH GAP?
WE DO
22,000 OF THEM.



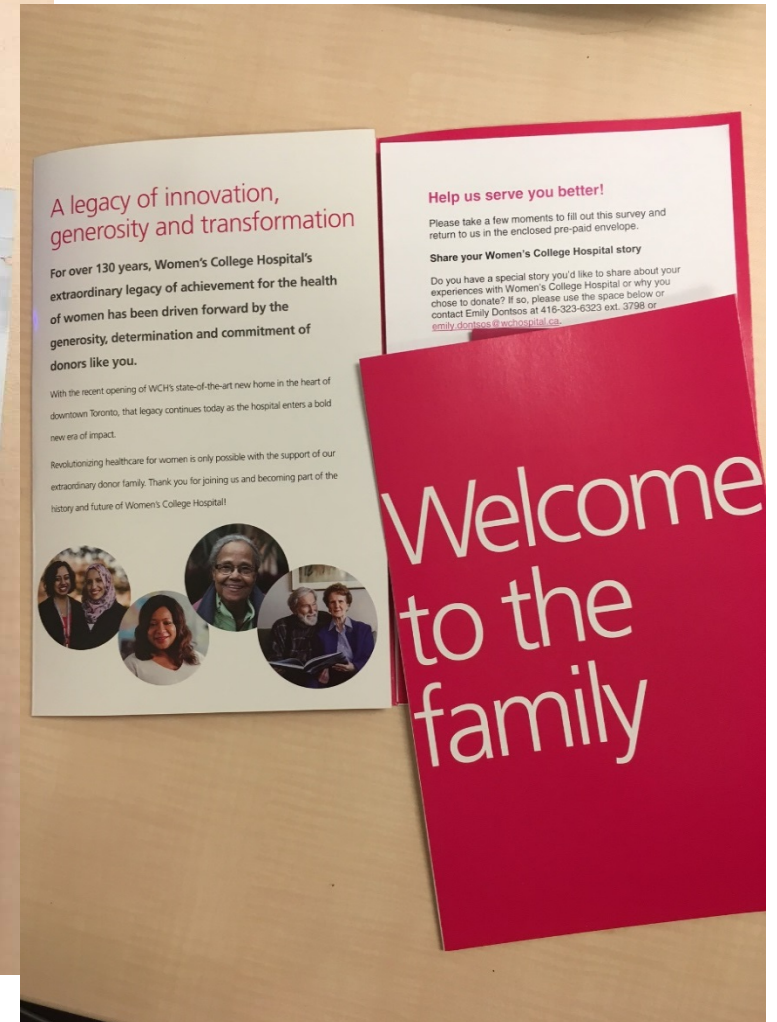
SINCE 2006, OUR 22,000-STRONG DONOR FAMILY HAS RAISED \$77 MILLION TO HELP BUILD THE NEW HOME OF WOMEN'S COLLEGE HOSPITAL, A STATE-OF-THE-ART FACILITY WHERE WE ARE CLOSING THE HEALTH GAP FOR WOMEN AND THEIR LOVED ONES.

IT WOULDN'T BE POSSIBLE WITHOUT YOU – THANK YOU.



JOIN CIBC AND BECOME A WOMEN'S COLLEGE HOSPITAL LIFE-CHANGER.

The Donor Experience



A legacy of innovation, generosity and transformation

For over 130 years, Women's College Hospital's extraordinary legacy of achievement for the health of women has been driven forward by the generosity, determination and commitment of donors like you.

With the recent opening of WCH's state-of-the-art new home in the heart of downtown Toronto, that legacy continues today as the hospital enters a bold new era of impact.

Revolutionizing healthcare for women is only possible with the support of our extraordinary donor family. Thank you for joining us and becoming part of the history and future of Women's College Hospital!



Help us serve you better!

Please take a few moments to fill out this survey and return to us in the enclosed pre-paid envelope.

Share your Women's College Hospital story

Do you have a special story you'd like to share about your experiences with Women's College Hospital or why you chose to donate? If so, please use the space below or contact Emily Dostosis at 416-323-6323 ext. 3798 or emily.dostosis@wchospital.ca

Welcome to the family

Challenges

- The great resource challenge
 - How do we continue to achieve all this?
- Physical recognition systems
 - Traditional recognition systems – plaques, a donor wall, etc. have been a real challenge to put in place!
 - The doors to our new building opened in September 2015, and we don't yet have a donor wall!

Highlights

- Strengthened communications
- Refreshed programming
- Uptake in donor engagement
- Revitalized annual giving program
- Amazing donor feedback



A grateful donor story

Thanks for the “cuppa”...



Creating a Culture of Gratitude

- **Good donor stewardship is everyone's job**
- Authenticity and creativity

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

~ Maya Angelou

Thank you!

Marian Johnson

Senior Manager, Stewardship & Donor Engagement

Women's College Hospital Foundation

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* Let's talk about...

Recognition



* Let's talk about...

Engagement





* Let's talk about...

Reporting



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*Thank you!

