



ADRP: Higher Education Unsession The Future is in Between the Gifts

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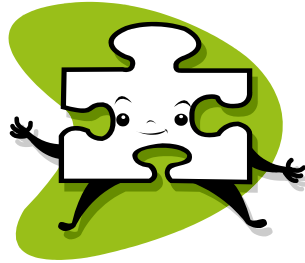
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We've been fairly good at recognizing donors but not at developing mechanisms to deepen our ongoing relationship with them

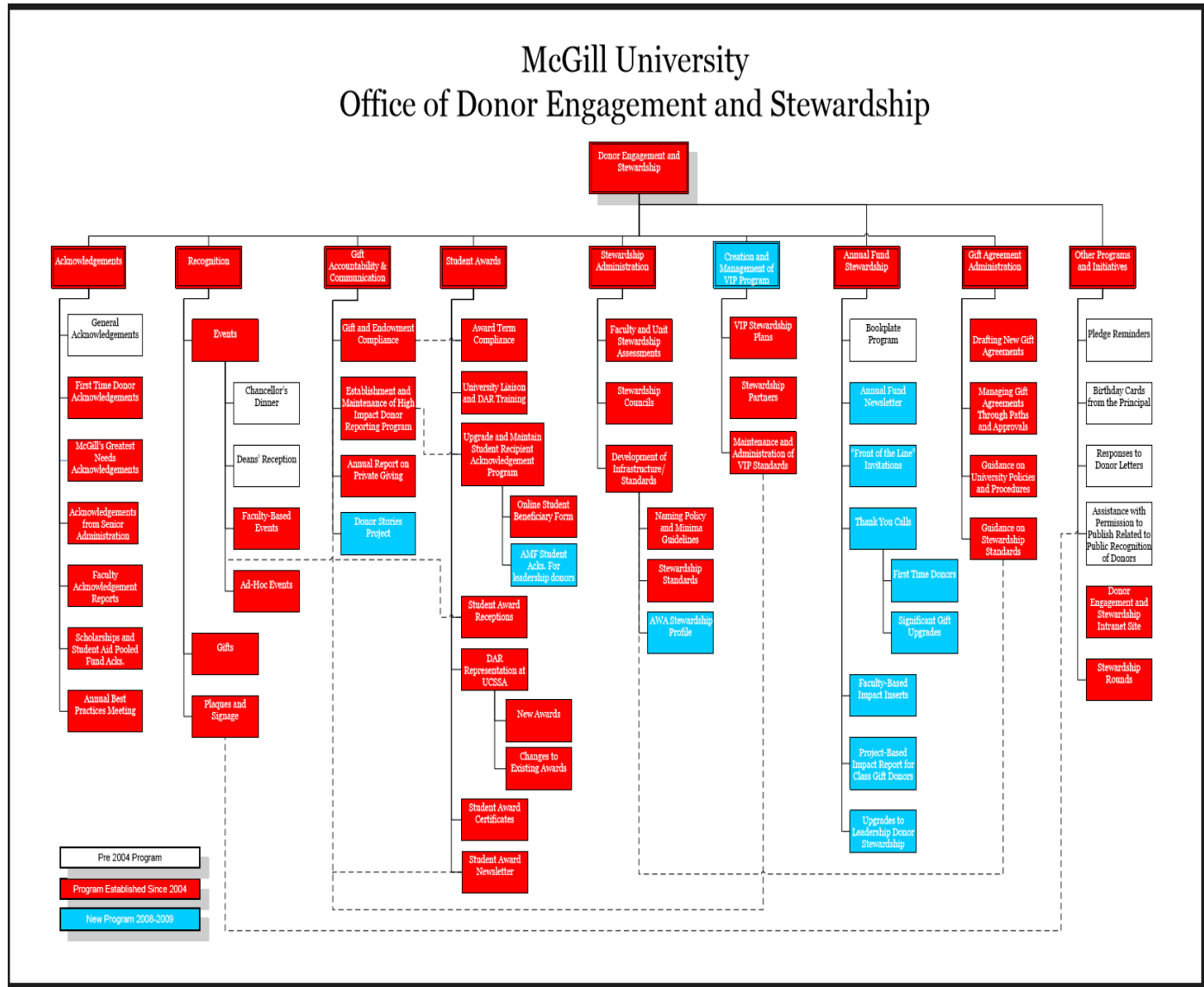


Stewardship, often overlooked, sometimes taken for granted, a vital piece of the solicitation puzzle



- Most development operations are focused on recognition of donors rather than stewardship
- Donor events, donor walls, honor rolls are all common characteristics of donor relations programs—
- How many of charities are actually engaged in stewardship and telling the story of the impact of gifts?

Donor Relations → Stewardship → Donor Engagement





What is Stewardship?

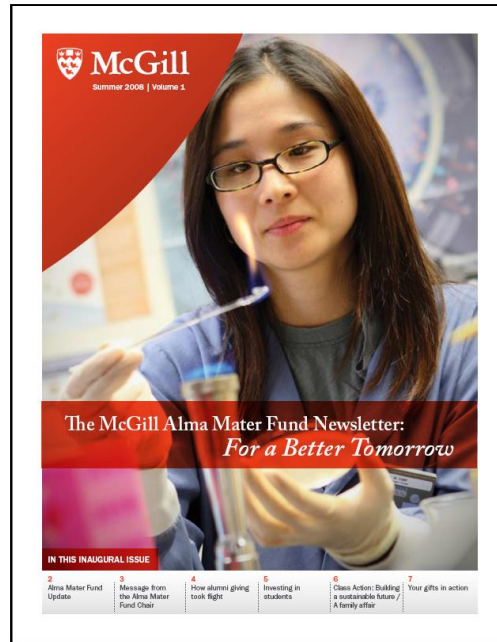


Stewardship: The consistent and constant reminder to a donor of a good investment made



Give donors the opportunities to be experience first-hand in the results they have made possible

Treat them as stakeholders, not bankers, for the programs they support



The only measure of a gifts effectiveness is the information donors get back. They are not trying to judge the work that you do, but they are trying to make good decisions about where to invest their money.

Two Sides to the Stewardship Coin



The Royal Canadian Mint Launches First Olympic 25-Cent Circulation Coin of 2008. Featured is the sport of snowboarding. It's the sixth of seventeen circulation coins to celebrate the Vancouver 2010 Olympic and Paralympic Winter Games. (Royal Canadian Mint images)

Gift Administration & Utilization

Stewardship



An increased emphasis on accountability and managing donor intent has made it essential that universities take a more proactive, systemized approach to stewardship. Accepting gifts on just a hand shake and a verbal commitment are rapidly becoming a thing of the past.



Why Now?



- ❖ Donor's increased desires to have a real impact and partnership with the institutions they support
- ❖ A rising tide of donor dissatisfaction with non-profit business practices
- ❖ Competitive advantage by “seeing” our donors evidenced through high-quality stewardship

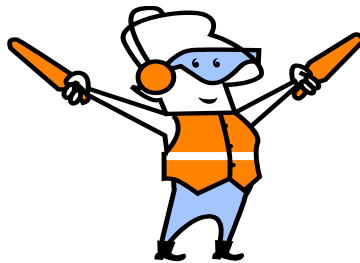


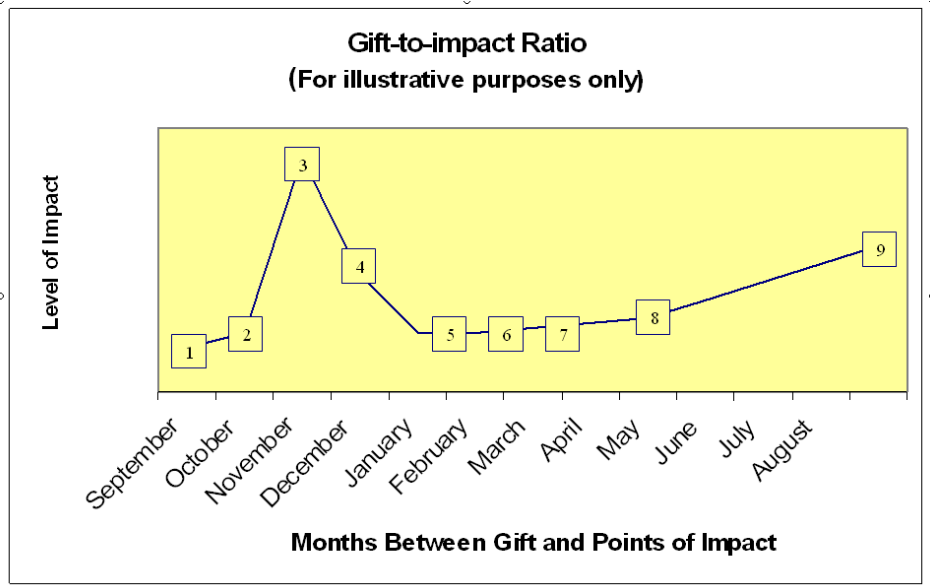
Why Now?



- ❖ Competition for dollars
- ❖ Heightened demand for accountability
- ❖ Donor Intent
- ❖ Fiduciary responsibilities

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In a well-developed advancement program, the process of
thanking and stewarding donors can act as a
pre-solicitation strategy for the next gift





1. Gift agreement finalized (September 28, 2005)
2. Gift acknowledgement
 - ✦ Private, prior to public announcement
3. Public gift announcement (November 17, 2005)
 - ✦ Faculty naming ceremony and reception
 - ✦ Private dinner
 - ✦ Newspaper ads
 - ✦ Information packages sent to alumni
 - ✦ Meetings with students
4. Named to the Management Faculty Advisory Board (December 5, 2005)
5. Faculty visit (February 2, 2006)
 - ✦ Participated in a series of events

The Future is In-Between the Gifts



All the heartfelt appreciation in the world will not be enough to retain donors indefinitely unless they can fulfill their personal commitment to do good--- strategic stewardship and communications a vital factor in influencing repeat and increased gifts

- *“The joy comes from making the stretch gift to something you really care about. The greater the stretch, the greater the joy. When you stretch giving becomes a spiritual experience. Words fail me, I can’t describe the inestimable joy. Unless you have been there you just can’t imagine the feeling.”*

Donor

- *“ We received a \$1 million gift this week right here in my office, The gift was from a couple that became very emotional as they wrote the check and handed it to me. The gentleman apologized for crying, but he explained that he and his wife had never imagined that they would be able to do anything so important.”*

Foundation President

Ongoing Contact Expressing Appreciation and Impact is Important

“A few weeks after we moved into the new building I was walking down the hall and was suddenly overcome by what a fantastic facility this is. I called the donor and left a message on her answering machine about my feelings. and my appreciation to her and her family for making the facility possible. The next morning I had a message on my voice mail that she wanted to talk to me about what we needed her to do next.”

College Dean

Core Commitments to Donors



- To constantly remind donors of the good investment they have made
- To consistently deepen the donor's relationship with the University
- To ensure that the donor always feels appreciated and valued



Departmental Core Commitments

- To strengthen relationships with donors
- To act as client service agents to frontline fundraising staff
- To ensure that standards and policies are current and aligned to best serve the needs of staff and donors

Internal Stewardship Important Too: It Takes a Village

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Stewardship Fact of the Month

Total gifts received in FY06: \$54,568,144

Number of five dollar bills McGill would have received if those gifts were paid in that currency: 10,913,629.

Number of times you could get to Toronto from Montreal, if you laid the bills end to end: 3 times.

Number of people donating to McGill in the 2006 fiscal year: 34,904.

Population of the Yukon per Statistics Canada: 31,150.

Capacity of Molson Stadium: 24,000.

Number of FY 06 McGill donors exceeding its capacity: 10,904.



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I SEE YOU

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