

GENERAL SESSION IV: Trends and Best Practices in Impact Reporting

**Mary Fisher, Interim Sr. Director, Special Events & Stewardship
University of Notre Dame**

Session description: Whether you are new to stewardship or a more a seasoned veteran of donor relations, it makes sense to periodically examine and reconsider your institution's impact reporting practices. What do donors really want to know? How often do they expect updates? Are numbers critical or are narrative stories of impact preferred? Can both be done successfully? In this session we will explore trends of the top 20 institutions and their impact reporting procedures, and walk through the lessons learned from a six-sigma process improvement project to enhance Notre Dame's endowment and current-use reporting practices. Based on these examples, you'll be able to look at your institution's current reports with fresh eyes.

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Mary Fisher, the Interim Sr. Director for Special Events & Stewardship within the Department of Development at the University of Notre Dame, leads a team of 24 professionals charged with stewarding all leadership (\$100k+) donors. The team also manages close to 400 events and activities annually, ranging from campaign cultivation experiences to recognition weekends to presidential events such as Commencement. Within the Department of Development, she and her team are responsible for recognizing donors, demonstrating appreciation, communicating the impact of giving, and creating unique Notre Dame experiences. Mary has a bachelor's degree from Notre Dame, and recently completed the University's Master of Nonprofit Administration program.