

An Island of One: Small Shop Stewardship

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About Us

Kate Jankowski

Development Manager for Catholic Charities of the Diocese of Albany, a human services agency with a **two-person** development shop. Previously Director of Development for the League of Women Voters of New York State, the **first and only** member of the development staff. As Director of Stewardship and Donor Relations for Albany Medical Center, a private hospital and medical college, Kate was a member of a **large** development office.

Stephanie Lamphere

Associate Director of Development for Donor Relations at SUNY Empire State College, in a **one-person** shop. Previously served as Director of Special Events for The College of Saint Rose, in a **two-person shop** within a **mid-sized** development office. As a member of the Advancement Office and President's Office at Skidmore College, Stephanie worked in **small departments** within a **large** advancement unit.



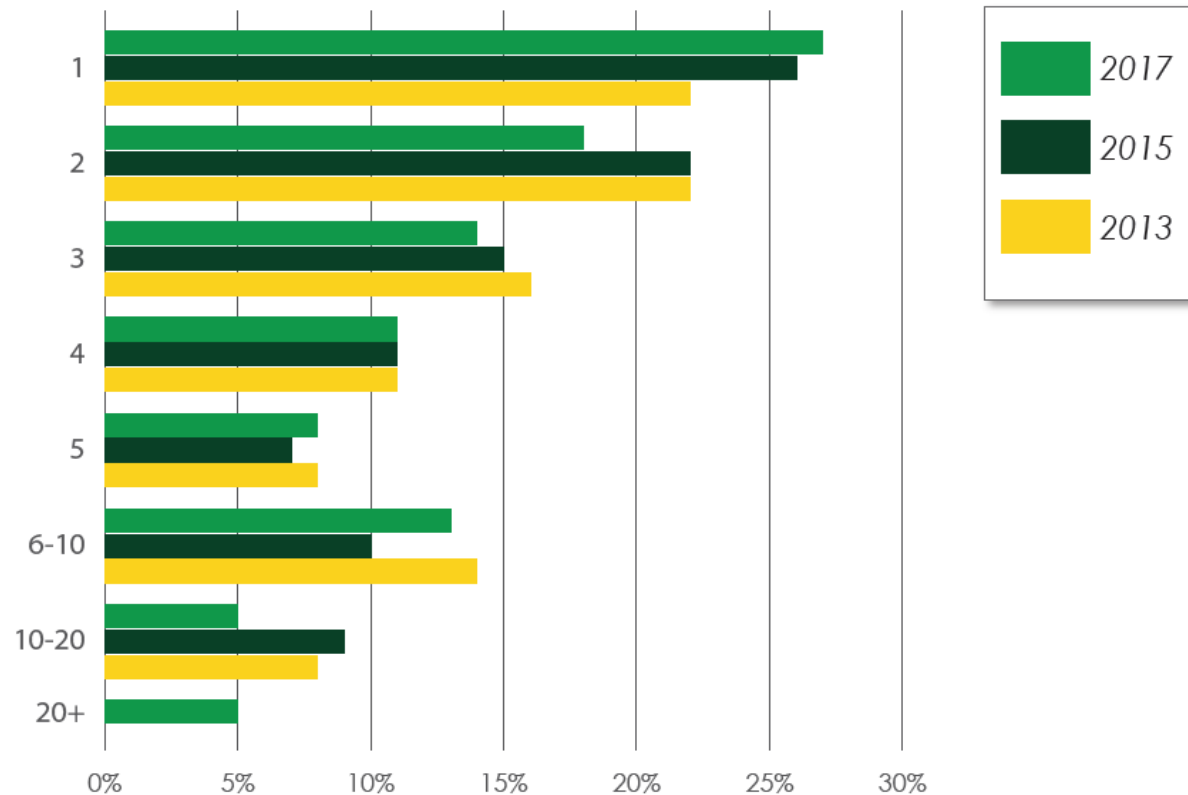
Defining a small shop

About You



- Responsibilities - the four elements of Donor Relations:
 - *Gift Acceptance and Management*
 - *Acknowledgement*
 - *Donor Recognition*
 - *Reporting*
- Size of Advancement Office
- Reporting structure

How many staff members (including yourself) work in donor relations at your organization?



Shops are Getting Smaller

- More than 1 in 4 people are working in single-person Donor Relations shops.
- 35% of respondents have less than 10 advancement staff.
- More than 30% have less than a \$10,000 budget for Donor Relations
- 75% of shops will stay the same size or decrease in the next two years, only 25% plan to expand

*Courtesy of The Pulse of Donor Relations
2018 report, from the Donor Relations Guru,
www.donorrelationsguru.com*

Becoming your team's MVP

Make Friends

- Advancement Services
- Alumni Affairs
- Business Office
- Facilities
- Dining Services
- Faculty



Find a seat at the table!

Know Your Donors

- Memorize your Trustee list
- Attend local events – professional breakfasts, other nonprofit organizations' fundraising events
- Read the local paper

Be a resource for your colleagues

Professional Development

- Webinars – ADRP, Donor Relations Guru
- Regional Organizations – Women in Development, Women@Work, Chamber of Commerce
- Local colleagues – monthly get-togethers, make your own group
- Conferences – CASE, ADRP, Academic Impressions



Become an expert in the field

Getting it all done

Fitting it in around the edges



- Include a program update in a thank you letter.
- Make a call to the donor when you enter their gift to say thank you.
- Send on a story from a newsletter or make one of your newsletter stories a donor relations piece.
- Use your annual report to tell donor stories.
- Enlist willing Board members to help.
- Any other creative way you can fit in donor relations functions into your other duties!!

Streamline the Process

- Templates for acknowledgements & regular correspondence
- Draft copy for general use
- Mail Merge and Excel spreadsheets are your friend
- Set calendar reminders to plan ahead
- Ask for help
- Learn to let go!



Document, Document, Document

- Write everything down
- Nobody has the answers but you
- Don't make the same mistake twice
- Plan for posterity



Output vs. Outcomes*

- Output = the “stuff” you create. E.g. scholarship reports, stewardship videos, endowment statements, annual reports
- Outcomes = changes that result for your participants. E.g. students graduate with less debt, buildings are built, new programs created

Understand your outcomes and demonstrate their impact. Don't simply produce output.

* From Michelle DiSabato, Blackbaud

<https://npengage.com/nonprofit-management/how-will-tracking-outcomes-help-your-organizations-story/>

Evaluate Your Activities!!!

When you decide on an activity, figure out why are you doing and what donor response you hope to achieve.

Donor retention is a common goal and easy to measure.

No. of donors who gave in years 1&2 / No. of donors who gave in year 1 x
100 = % Donor Retention Rate

Good Resource: <https://bloomerang.co/retention>

Know Your Capacity

“Imagine life as a game in which you are juggling some five balls in the air. You name them **work, family, health, friends** and **spirit**. And you're keeping all of these in the air. **You will soon understand that work is a rubber ball. If you drop it, it will bounce back.** But the other four balls — family, health, friends and spirit — are made of glass. If you drop one of these, they will be irrevocably scuffed, marked, nicked, damaged or even shattered. They will never be the same. You must understand that and strive for balance in your life.”

- Bryan Dyson, President and CEO of Coca-Cola Enterprises, 1991

Keep balance & know when to say no

Knowing Your Capacity in a different way



*NOT PERFECT...
but good &
getting better.*

Contact us!



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