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Maximizing Impact: Reinventing Your Donor Relations Program

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HI!

WOW

HELLO

YES!

WELCOME

Learning Objectives

1. Stewardship strategies tailored to different giving levels
2. Integrating stewardship planning with team structure and efficiency
3. Insights into leadership development for a changing environment

AGENDA

1. Priorities
2. Foundation
3. Change
4. Opportunities
5. What about me?

Priorities

- Compliance
- Demand for impact reporting
- Personalized stewardship
- Seat at the table



Foundation

Stewardship

About the fund

The science of managing the gift

- Gift documentation
- Compliance
- Reporting

Credit Debbie Meyers

Donor Relations

About the donor

The art of connecting with the donor

- Acknowledgement
- Recognition
- Engagement



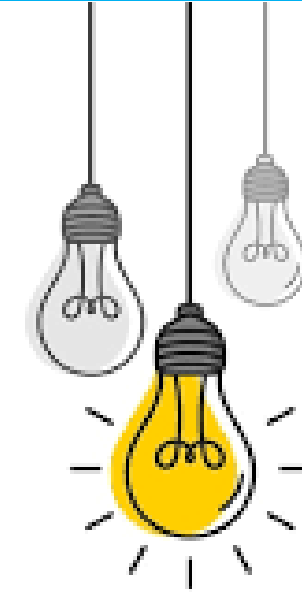
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Change

Opportunities

- Delegate, outsource, reassign
- Reprioritize
- Automate and leverage technology



What about me?

- You can change too
- Humble expert
- Use your industry resources
- Advocate for yourself

Questions?

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