

10 THINGS I LOVE ABOUT STEW(ARDSHIP)

Ayesha Mayan

BACKGROUND AND CONTEXT

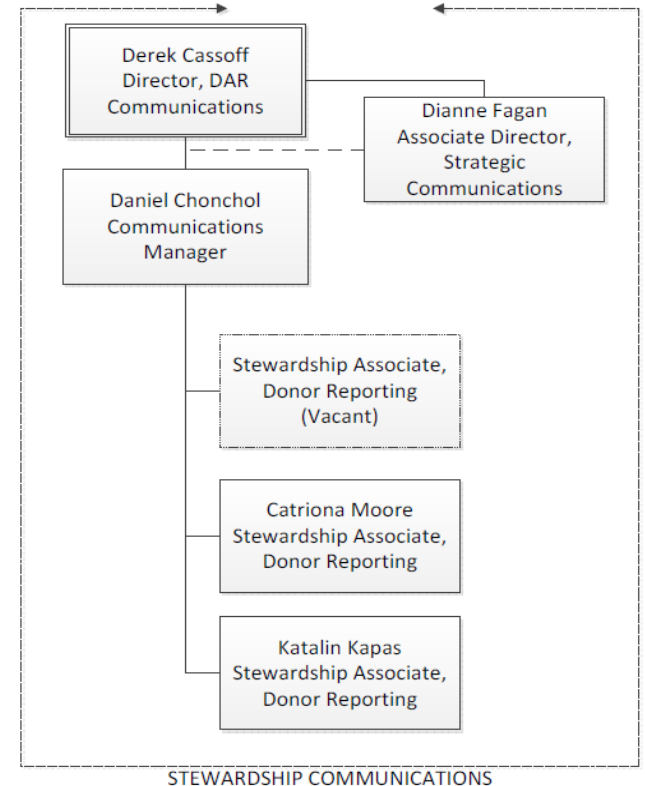
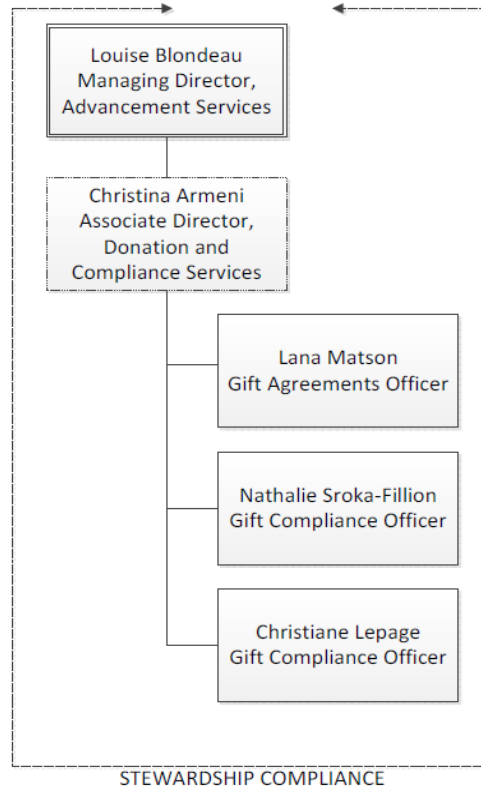
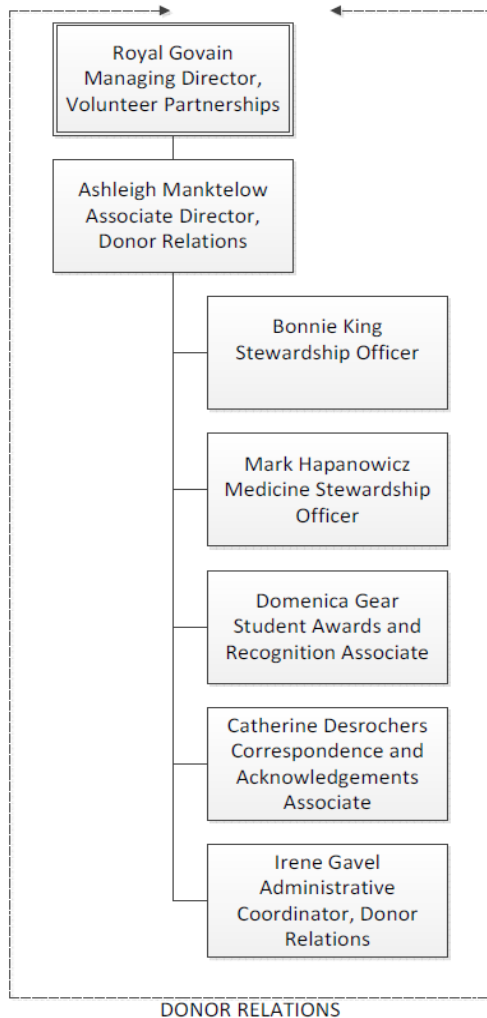
McGill University

- Approximately 39,000 students, of which almost 25% are international
- 11 faculties and 11 schools on 2 campuses
- Long history of fundraising that began in the 19th century
- In 2013 completed a \$1 billion comprehensive campaign: Campaign McGill
- Over 95,000 donors from 115 countries contributed to Campaign McGill

Donor Relations Office

- Established in 2004
- A hub for Donor Relations activity in a decentralized environment
- A team of 5 centrally-based and 1 faculty-based FTE responsible for stewardship strategy, acknowledgements, correspondence, recognition, and top donor stewardship.
- Stewardship professionals also in Advancement Services (Compliance) and Communications (stewardship writing)

OUR STEWARDSHIP TEAM



CYGNUS RESEARCH 2008 STUDY ON WHY WE LOSE DONORS

- 46% of donors decide to **stop giving** for reasons that are tied to lack of meaningful information or to a **feeling that their giving is not appreciated**
- 93% of respondents said they would **definitely or probably give again** the next time they were asked to a charity that provided them with **meaningful information on their gifts at work**

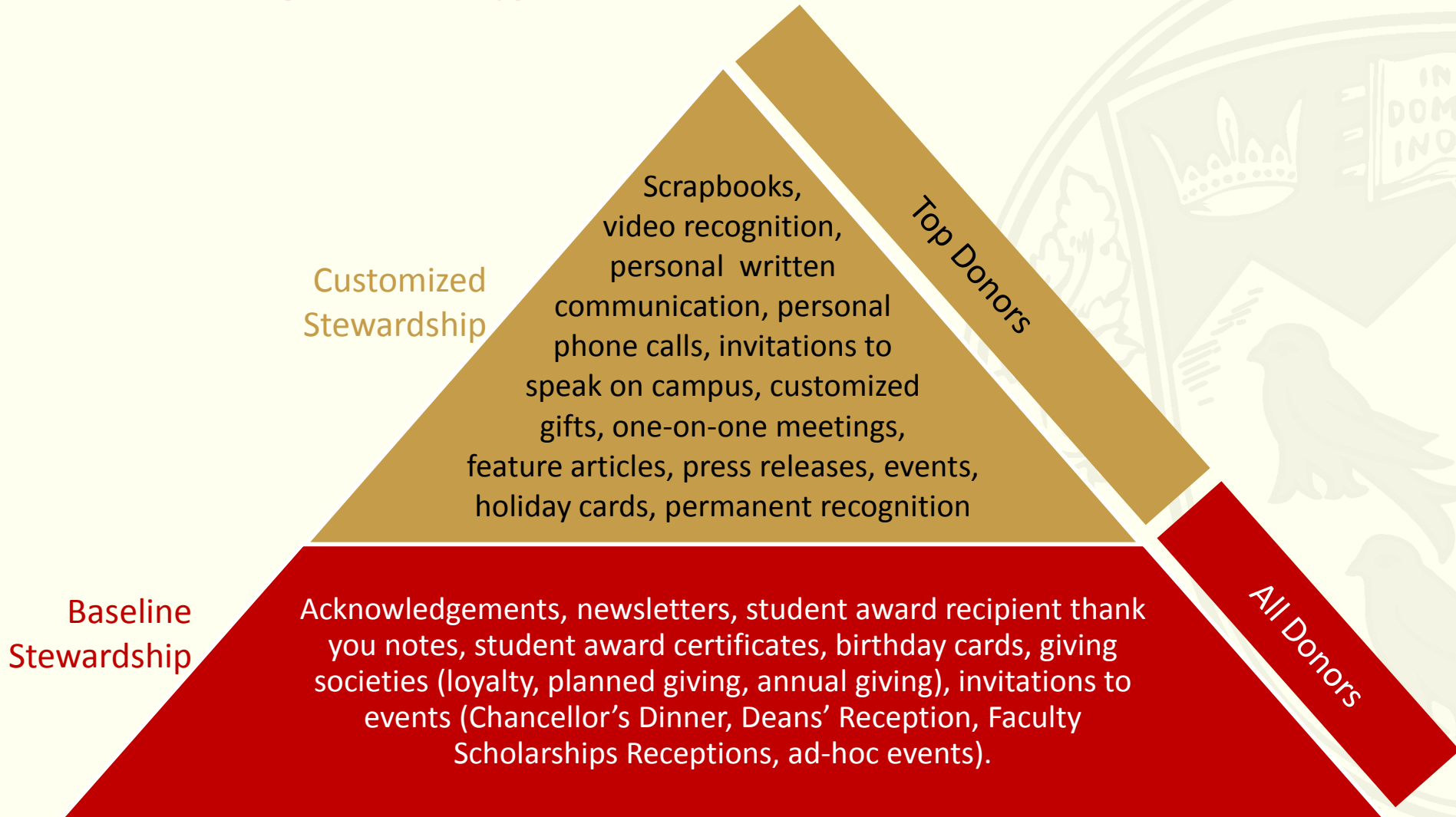
WHY STEWARD?

- 🏰 Recognize donors for their contributions
- 🏰 Ensure accountability and transparency
- 🏰 Articulate impact of giving at all levels
- 🏰 Solidify donor interest in the project
- 🏰 Cultivate and builds engagement
- 🏰 Build retention!

X: CUSTOMIZE FOR THE MASSES

- ④ Stewardship is often top down
- ④ Challenge is finding a balance of personal and meaningful customization for a mass audience
- ④ Identify key markets
- ④ Piggyback on current mass programs to integrate meaningful personal info

MCGILL'S STEWARDSHIP PROGRAM



Acknowledgements



On behalf of the entire McGill community, *thank you* for your gift in support of scholarships and student aid at the University. Your generosity helped provide many deserving students with the financial assistance they need to reap the life-changing benefits of a McGill education.

Among the award recipients is Samantha Witzel, a physiology major who plans to pursue a career as a doctor. Samantha's scholarship helps to cover some of the costs of her tuition and living expenses, enabling her to focus more time on her studies and volunteering with patients at a Montreal hospital.

By supporting Scholarships and Student Aid, you are providing students with the gift of opportunity and the financial support to allow them to develop the knowledge and confidence they need to pursue their ambitions. Thank you!

Judy Stymest
Director, Scholarships and Student Aid
& International Student Services

Newsletters



Giving Societies

RECOGNITION

Sir William Macdonald Giving Society

Established in 2008, the *Sir William Macdonald Giving Society* is named in honour of Sir William Macdonald - one of the University's most generous benefactors and the founder of Macdonald College, which he both built and endowed.

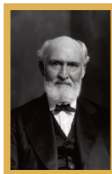
The members of the Society carry on Sir William Macdonald's tradition of philanthropy through their loyal annual gifts to the University.



**Sir William Macdonald
Giving Society**

NAMESAKE

Sir William C. Macdonald



Sir William C. Macdonald (1831-1917) was one of Canada's most successful entrepreneurs and one of McGill's earliest benefactors. Making his fortune in tobacco, and then going on to become one of the country's most generous educational philanthropists.

His contributions to McGill University helped to transform it from an impoverished institution into an intellectual powerhouse. Amongst his achievements is the commissioning of the Macdonald Physics, Chemistry, and Engineering buildings in addition to building and endowing Macdonald College.



MEMBERSHIP

What does it mean to be a member?

Members of the Sir William Macdonald Giving Society set an example for the greater University community. They are Macdonald Alumni who have made annual gifts to the University for five or more years consecutively. They represent the collective impact that graduates can have on their alma mater, regardless of the amount of their gift.

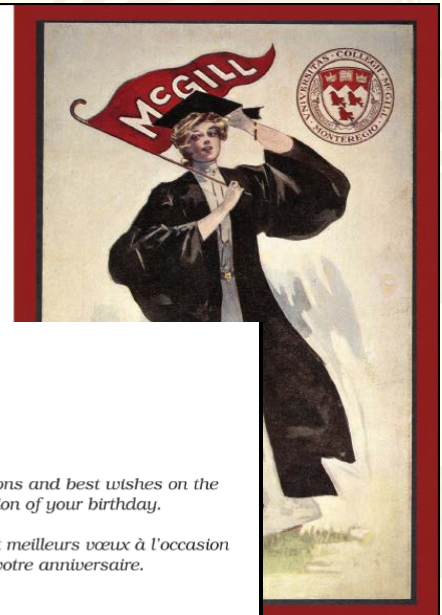
In appreciation of their loyal support members receive the following benefits:

- Pin to commemorate induction into the Society
- Recognition in the Faculty of Agricultural and Environmental Sciences Newsletter
- Recognition on the Sir William Macdonald Giving Society donor wall, displayed at Macdonald Campus
- Advance notice of special events, activities, programs through their annual renewal letter



*Sir William Macdonald
Giving Society*

Birthday Cards



Congratulations and best wishes on the occasion of your birthday.

Félicitations et meilleurs vœux à l'occasion de votre anniversaire.

Heather Munroe-Blum, O.C., Ph.D., F.R.S.C.
PRINCIPAL AND VICE-CHANCELLOR
PRINCIPALE ET VICE-CHANCELIERE

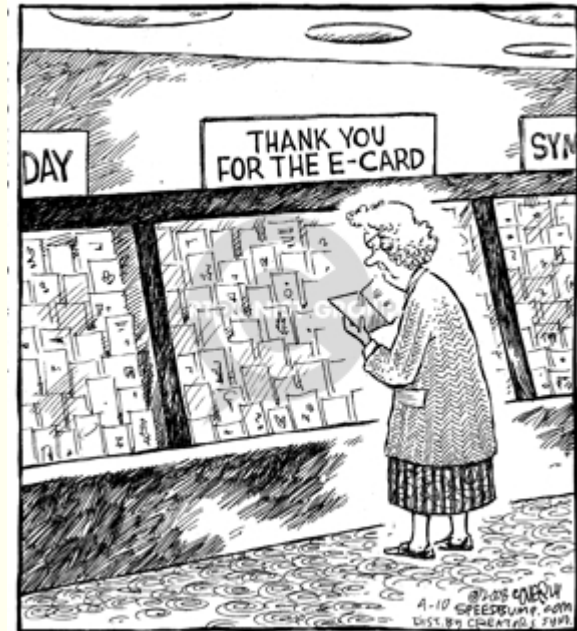
Illustration courtesy of Rare Books at McGill LIE
Illustration offerte par la Division de Bibliothèque de l'U

Event Invitations:

Chancellor's Dinner, Deans' Reception, Faculty Scholarship Receptions



IX: SEGMENTED ACKNOWLEDGEMENTS



"DEAR MR. SCARBOROUGH... I WANT TO EXPRESS MY APPRECIATION FOR YOUR LETTER OF APPRECIATION, FOR MY LETTER OF OCTOBER 5th."



ADDING "SO MUCH" IS UNNECESSARY. AND WORSE, YOU'RE TELLING PEOPLE THAT WHENEVER YOU SAY "THANK YOU" WITHOUT ADDING "SO MUCH," YOU ONLY MEAN IT A LITTLE BIT.



ACKS ASSESSMENT

	A	L	M	N	O	P	Q	R	S	T	U	V
Donor Relationship	GIFT DESIGNATION	GIFT DESIGNATION	GIFT DESIGNATION	GIFT DESIGNATION	GIFT DESIGNATION	GIFT DESIGNATION	GIFT DESIGNATION	GIFT DESIGNATION	GIFT DESIGNATION	GIFT DESIGNATION	GIFT DESIGNATION	GIFT DESIGNATION
	Libraries	Management	McGill's Greatest Needs	Medicine	Music	Nursing	Physical and Occ. Therapy	Religious Studies	Science	Scholarships**	Social Work**	
Architecture Grad	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Continuing Education Grad	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Dentistry Grad	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Education Grad	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Engineering Grad	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Graduate Studies	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Law Grad	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Management Grad	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Medicine Grad	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Music Grad	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Nursing	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Physical and Occ. Therapy	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Religious Studies Grad	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Science Grad	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Social Work	Libraries	Management	NO ONE	Medicine	Music	Nursing	Physical and Occ. Therapy	NO ONE	Science	Student Aid (>\$100)	Social Work (>\$100)	
Friends	Annual Fund - Friends Fund Manager	Management and Annual Fund - Friends Fund Manager	Annual Fund - Friends Fund Manager	Medicine and Annual Fund - Friends Fund Manager	Annual Fund - Friends Fund Manager	Annual Fund - Friends Fund Manager	Annual Fund - Friends Fund Manager	Annual Fund - Friends Fund Manager	Annual Fund - Friends Fund Manager	Annual Fund - Friends Fund Manager	Annual Fund - Friends Fund Manager	Annual Fund - Friends Fund Manager
Associates	Annual Fund - Associates Fund Manager	Management and Annual Fund - Associates Fund Manager	Annual Fund - Associates Fund Manager	Medicine and Annual Fund - Associates Fund Manager	Annual Fund - Associates Fund Manager	Annual Fund - Associates Fund Manager	Annual Fund - Associates Fund Manager	Annual Fund - Associates Fund Manager	Annual Fund - Associates Fund Manager	Annual Fund - Associates Fund Manager	Annual Fund - Associates Fund Manager	Annual Fund - Associates Fund Manager
Parents	Libraries and Annual Fund - Parents Fund Manager	Management and Annual Fund - Parents Fund Manager	Annual Fund - Parents Fund Manager	Medicine and Annual Fund - Parents Fund Manager	Annual Fund - Parents Fund Manager	Annual Fund - Parents Fund Manager	Annual Fund - Parents Fund Manager	Annual Fund - Parents Fund Manager	Annual Fund - Parents Fund Manager	Annual Fund - Parents Fund Manager	Annual Fund - Parents Fund Manager	Annual Fund - Parents Fund Manager
In Honour/In Memory	Honouree/Next of Kin and Tax Receipt	Honouree/Next of Kin and Tax Receipt	Honouree/Next of Kin and Tax Receipt	Honouree/Next of Kin and Tax Receipt	Honouree/Next of Kin and Tax Receipt	Honouree/Next of Kin and Tax Receipt	Honouree/Next of Kin and Tax Receipt	Honouree/Next of Kin and Tax Receipt	Honouree/Next of Kin and Tax Receipt	Honouree/Next of Kin and Tax Receipt	Honouree/Next of Kin and Tax Receipt	Honouree/Next of Kin and Tax Receipt
Faculty and Staff	Faculty and Staff Fund Manager	Faculty and Staff Fund Manager	Faculty and Staff Fund Manager	Medicine and Annual Fund - Faculty and Staff Fund Manager	Faculty and Staff Fund Manager	Faculty and Staff Fund Manager	Faculty and Staff Fund Manager	Faculty and Staff Fund Manager	Faculty and Staff Fund Manager	Faculty and Staff Fund Manager	Faculty and Staff Fund Manager	Faculty and Staff Fund Manager
First Time Donor (AMF)	Libraries and Donor Relations	Management and Donor Relations	Donor Relations	Medicine and Donor Relations	Music and Donor Relations	Nursing and Donor Relations	Physical and Occ. Therapy and Donor Relations	Donor Relations	Science and Donor Relations	Student Aid (>\$100) and Donor Relations	Social Work (>\$100) and Donor Relations	
Leadership Donor	Libraries and Leadership Program	Leadership Program	Leadership Program	Medicine and Leadership Program	Leadership Program	Leadership Program	Leadership Program	Leadership Program	Leadership Program	Leadership Program	Leadership Program	Leadership Program

IX: SEGMENTED ACKNOWLEDGEMENTS

- 🏰 First time donors
- 🏰 Loyal donors (or almost loyal donors...)
- 🏰 First time leadership donors
- 🏰 Donors who have made a significant upgrade
- 🏰 Newly reactivated donors
- 🏰 Milestone donors (10, 15, 20, 25 years of giving)

FTD STEWARDSHIP

Merci

Get McGill updates directly to your inbox

Interested in getting the latest news from McGill? Please make sure we have your current email address on file. Drop us a line at info.alumni@mcgill.ca to sign up today.



Check us out at mcgill.ca/annualgiving

Thank you for your donation - you are helping students like me achieve our dreams!
Lisa Blom, 2012

Thank You



McGill University
Development and Alumni Relations
1430 Peel Street
Montreal, Quebec H3A 3T3
514-398-4436 | 1-800-567-5175

- Comes with a handwritten note from a current student
- Includes a J'aime McGill magnet

J'love McGill

aoc.mcgill.ca



FTD STEWARDSHIP



Thank you!

By making your first annual gift to McGill, you've joined a family of supportive alumni, parents, faculty, staff and friends who help McGill provide an exceptional educational experience. Your donation empowers our students to dream big, to pursue their passions, and to embark on projects and careers that can change the world for the better.

Hear from our students...

"Thank you for making your first gift; I've also just made mine as a student. I believe that together we can make McGill the best place to study in Canada (and even the world)."

Hiroshi Tissera, BSc'12

"Receiving a McGill scholarship definitely helped to reduce my stress load so that I could focus more on my studies."

Siobhan Doherty, BA'14

"More library textbooks meant that I spent a lot less on my books last semester!"

Victor Becerra
Dip. Management
(Marketing)'11

"Thanks to new language lab software, je parle mieux français que quand j'ai commencé mon diplôme."

Lisa Moore
Cert. Proficiency (French)'11

"There's a saying that you learn about gratitude by giving and you learn about humility by receiving. I am incredibly humbled by the faith that donors have in me!"

Samantha Witzel
McGill physiology student
Scholarship recipient



- Welcomes them to McGill's philanthropic community
- Focuses on the impact of giving on students
- Puts faces on the 'institution'
- Essentially? We want them to have a warm and fuzzy reaction to giving

FTD STEWARDSHIP



Seeds of Change
Simple Act,
Big Impact.

Connect yourself!

The **Seeds of Change** program fundraises for student-focused, grassroots initiatives so they can get the much-needed cash flow to accomplish their goals.

Check us out at seedsofchange.mcgill.ca.



**Have Questions?
We Have Answers.**

514-398-5707 | 1-800-567-5175
seedsofchange@mcgill.ca



Parents Association

 McGill International Parents Council

 AlumniLive365.mcgill.ca/parents

Connect yourself!

The **Parents Association portal** is your resource on all McGill matters, helping you access the many services our University offers.

Check us out at aoc.mcgill.ca/network/parents-association.



**Have Questions?
We Have Answers.**

514-398-7278 | 1-800-567-5175
parents.association@mcgill.ca



Alumni Online Community
Your McGill, wherever you go

Connect yourself!

The **Alumni Online Community (AOC)** is your online hub to help find old friends, build new relationships and keep up with what's going on at McGill.

Check us out at aoc.mcgill.ca.



**Have Questions?
We Have Answers.**

514-398-5000 | 1-800-567-5175
info.alumni@mcgill.ca



- Inclusion of bookmark, depending on segmentation:
- Recent Grads
- Parents
- Everyone else

VIII: IMPACT VS. RELATIONSHIP STEWARDSHIP

- Relationship stewardship
 - Strengthens donor rapport
 - Includes philanthropic recognition
 - Not always related to giving, but rather interest
- Impact stewardship
 - Provides transparency and accountability
 - Demonstrates the effect of the gift
 - Always related to giving and the transformational elements of philanthropy at all levels

VIII: IMPACT VS. RELATIONSHIP STEWARDSHIP

Relationship Stewardship

- 🏰 Thank you cards
- 🏰 Event invitations
- 🏰 Honour Rolls
- 🏰 Faculty newsletters or updates
- 🏰 Alumni magazine or articles of interest
- 🏰 Pictures of first tulips on campus in Spring OR
Valentines messages to alum couples

Impact Stewardship

- 🏰 Thank you calls discussing philanthropic spending or the story of giving
- 🏰 Meetings with beneficiaries
- 🏰 Infographics with stats
- 🏰 Beneficiary stories or profiles on website, magazines, etc
- 🏰 Financial and qualitative reports



\$68 million

donated by McGill alumni to the Alma Mater Fund in the past ten years.



22 new

advising centres created, thanks to your AMF gifts.



65 new

internship programs created since 2005, benefiting hundreds of students.

"Philanthropy literally got this office off the ground. Without it, we wouldn't exist."

Lindsay O'Connell
Internship Officer
MacDonald Campus

The Alma Mater Fund Your Impact by the Numbers

Your generosity and the generosity of all loyal McGill donors like you benefit thousands of McGill students and communities around the world. The following numbers and facts provide just a small snapshot of the countless ways you are helping McGill build the foundation for a better tomorrow.



70,000

McGill students have benefited from your Alma Mater Fund gifts.



1,000s

of Montrealers have benefited from community initiatives sponsored by the AMF.

"It's fulfilling for me because we're helping these patients. It gives a heightened social awareness to the students and they enjoy it, and the patients benefit and enjoy it. It's completely rewarding."

Dr. Bruce Dobby
Dentistry Outreach Program



\$12 million

in Scholarships and Student Aid have come from Alma Mater Fund donors like you since 2004.

"I was fortunate to receive a merit-based scholarship and financial aid, which gave me the opportunity to come to McGill. I absolutely love it so far!"

Katherine Cashman
McGill Faculty of Arts '16

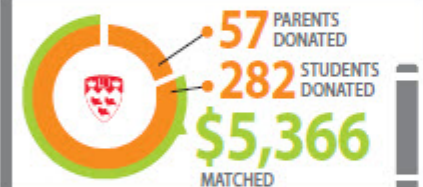


GRADS OF 2013 GREENIFY McLENNAN

You did it! You made it – the Green Wall is here!

Thank you to everyone who donated to the student-run Class Action 2013 campaign, 50 Shades of Green. The Green Wall is already hard at work, purifying the air at McLennan Library and you should come by and check it out! Here's how YOU made it happen:

50 Shades of
GREEN
Class Action
2013



BENEFITS

STUDIES HAVE SHOWN THAT STUDENTS DEMONSTRATE GREATER ATTENTIVENESS WHEN THEY ARE TAUGHT IN ROOMS CONTAINING PLANTS

INTERIOR GREEN WALLS HELP TO SAVE ENERGY DURING THE SUMMER, CUT ELECTRICITY UP TO 20% AND REGULATE TEMPERATURE

INDOOR PLANTS INCREASE PRODUCTIVITY AND PERFORMANCE; CLASSROOM ATTENDANCE AMONG STUDENTS IS NOTABLY HIGHER FOR LECTURES GIVEN IN CLASSROOMS WITH PLANTS

PLANTS IN INTERIOR SPACES DECREASE THE INCIDENCE OF DRY SKIN, COLDS, SORE THROATS AND DRY COUGHS

SICKNESS RATES FALL BY AS HIGH AS 60% WHERE THERE ARE INDOOR PLANTS

Seeds of Change

IMPACTS

How you're helping to change lives on campus and beyond

From the ice rinks of Montreal to the farmlands of Africa and the concert halls of London, thousands of McGill students and communities around the world benefit each year from your gifts to the Alma Mater Fund.

Your generous AMF donations support scholarships, internships and programs that help these future leaders, healers, researchers and innovators build a better tomorrow.

Here's a small sample of the Alma Mater Fund's impacts since Campaign McGill was launched in 2007:



McGill alumni supported an internship for *Melanie Tetreault-Friend's* pioneer work with Engineering researchers on composite materials – vital ingredients in everything from bathtubs to spacecraft.



With support from the Alma Mater Fund, Medical student *Louis-Charles Moreau* conducts practical research to improve the health of vulnerable populations in developing countries.



Music major *Kevin Drennan* has been the beneficiary of a generous award to fund life-changing internships with major orchestras, conductors and musicians in Montreal and New York City.



Alumni-funded awards enabled Religious Studies student *Anna Samuelson*, MA'12, to visit Tibetan refugee communities in India and conduct important research on Buddhist texts and practices.



Clinician-scientist *Okimi Peters*, MSc'10, has led a research program, supported by philanthropy, to explore how multimedia tools can help cancer patients take a more active role in their treatment.



Donations helped star hockey player *Eric L'Italiano*, BA'07, BCL/LLB'10, and fellow members of the McGill Redmen to build healthy minds in healthy bodies.

Alma Mater Fund Newsletter | 8

Meet Hiromi

A Day in the Life of a McGill Student

Have you ever wondered how your donations to the Alma Mater Fund impact McGill students on a day-to-day basis? We have, so we tagged along with science student *Hiromi Tissera*, an Alma Mater Fund Entrance Scholarship recipient, as she went through a typical day on the downtown campus. We hope that what we learned might surprise and inspire you.

11:30 a.m.

Hiromi nourishes her body and mind by attending a Soup and Science session – a philanthropy-driven initiative that lets students enjoy free lunch while professors provide rapid-fire, high-energy presentations about their research.



5:30 p.m.

Hiromi begins her evening shift at the McGill Student Phonathon office, where she canvasses McGill alumni to support the Alma Mater Fund – thereby raising money that will directly benefit current and future students.



8:00 a.m.

Hiromi hunkers down in the Cyberthèque – a library largely funded through alumni support – to complete an assignment for her Organizational Behaviour class.



11:00 a.m.

Hiromi drops by Redpath Terrace to refill her bottle at McGill's new mobile water kiosk, a machine that, as a member of the Class Action 2011 Committee, she helped raise money to purchase.



2:00 p.m.

Hiromi attends a Physical Chemistry class in the Mass Chemistry Building, where her professor lectures using state-of-the-art equipment purchased through donations to the Alma Mater Fund.



Sherbrooke St. West

Photo by Alex Minetti Illustrations by David Reid

Alma Mater Fund Newsletter | 9

Your gifts in action

Thank you for supporting the McGill Alma Mater Fund this year. Here are just a few examples of how your annual gifts have a direct and meaningful impact on the University and on the lives of more than 30,000 McGill students.

SCHOOL OF NURSING

A gift of **\$100** purchases supplies for the clinical skills lab in the School of Nursing, which gives students hands-on experience before heading out into the workforce.

SCHULICH SCHOOL OF MUSIC

A gift of **\$250** provides a student in the Schulich School of Music with emergency financial support that makes it possible for them to complete the academic year.

FACULTY OF DENTISTRY

A gift of **\$500** supports the Faculty of Dentistry Outreach Program, in which students and faculty provide free basic oral health care – examinations, cleanings, cancer screenings and minor extractions – to patients who could otherwise not afford treatment.



Photo courtesy of Simon Quakette

FACULTY OF ENGINEERING

A gift of **\$750** helps Faculty of Engineering students hone their skills at national and international design team competitions, including the Formula Hybrid International Competition.

FACULTY OF SCIENCE

A gift of **\$1,500** covers the operating costs for one section of the Freshman Interest Groups (FIGs) mentoring program in the Faculty of Science, providing 16 students with the opportunity to interact with professors, guest speakers and other students, explore topics not normally discussed in the classroom setting, and visit research labs to learn about the groundbreaking work done at the University.

FACULTY OF AGRICULTURAL AND ENVIRONMENTAL SCIENCES

A gift of **\$2,500** helps the Faculty of Agricultural and Environmental Sciences defray the travel expenses for internships and field study programs, offering Macdonald students unique experiences in places such as Africa, Barbados and Panama.



Photo: Owen Egan

FACULTY OF MEDICINE

A gift of **\$5,000** purchases a medical mannequin for the McGill Medical Simulation Centre, enabling students in the Faculty of Medicine to train in an environment that closely duplicates the urgency and uncertainty of real-life situations without the life-and-death consequences.

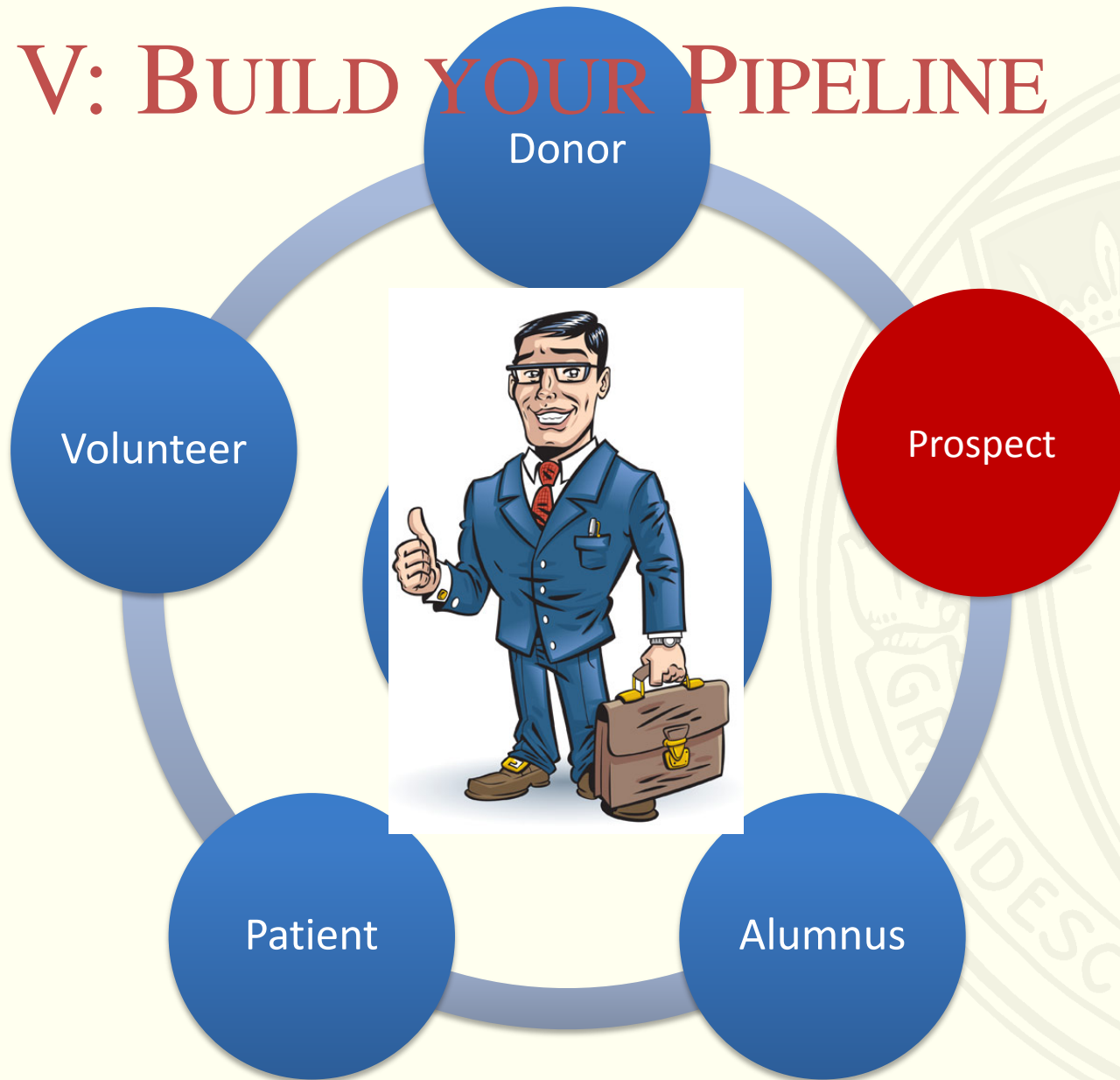
VII: DATA-DRIVEN STEWARDSHIP

- ⑧ Understand your data, what and where you are storing, tracking, etc
- ⑧ Measure patterns of success (acquisition, retention, upgrades, pipeline)
- ⑧ Identify your gaps and danger zones
- ⑧ Automate when possible
- ⑧ Test!

VI: TAKE THE PRISM APPROACH

- ① What makes my institution different or unique?
- ① What is the donor (or group of donors) history at my institution?
- ① What is/was the donor experience with my institution?
- ① What are this donor's personal interests?
- ① How can we integrate meaningful messaging about giving into all communications?

V: BUILD YOUR PIPELINE



V: BUILD YOUR PIPELINE

- 🎓 Donors are prospects too!
- 🎓 How do you define prospects at your institution?
- 🎓 How can/should prospect information influence your stewardship strategies and activities?
- 🎓 Decide on standards and minima that make sense for your institution
- 🎓 Scale your efforts according to your needs and your resources

GOOD STEWARDSHIP IS CULTIVATION!

Recommended Minimum Customized Stewardship Touch Points by VIP Level, Rating and Stage
In addition to Baseline Stewardship

VIP 1		
Stage	Prospect Rating	Recommended Min. Customized Stewardship Touch Points
Motivation and Cultivation	\$1M+	4
	\$100K-999K	3
	Less Than \$100K	2
Ask Approaching and Ask In Progress/Closing	\$1M+	1
	\$100K-999K	1
	Less Than \$100K	1
Stewardship	\$1M+	4
	\$100K-999K	3
	Less Than \$100K	2
Permanent Stewardship	Not a Prospect	1

VIP 2		
Stage	Prospect Rating	Recommended Min. Customized Stewardship Touch Points
Motivation and Cultivation	\$1M+	3
	\$100K-999K	2
	Less Than \$100K	1
Ask Approaching and/or Ask In Progress	\$1M+	1
	\$100K-999K	1
	Less Than \$100K	1
Stewardship	\$1M+	3
	\$100K-999K	2
	Less Than \$100K	1
Permant Stewardship	Not a Prospect	1

VIP 3		
Stage	Prospect Rating	Recommended Min. Customized Stewardship Touch Points
Motivation and Cultivation	\$1M+	2
	\$100K-999K	1
	Less Than \$100K	1
Ask Approaching and/or Ask In Progress	\$1M+	1
	\$100K-999K	1
	Less Than \$100K	1
Stewardship	\$1M+	2
	\$100K-999K	1
	Less Than \$100K	1
Permanent Stewardship	Not a Prospect	1

IV: LEVERAGE YOUR VOLUNTEERS

- 🎓 Phonathon vs. thank a thon
- 🎓 Thank you cards
- 🎓 Call lists
- 🎓 Event hosting
- 🎓 Testimonials
- 🎓 Identify interests - discovery

III: TECHNOLOGY MAKES IT EASIER

- Traditional program – conversion
 - Electronic tax receipts and e-thank you
 - Honour rolls
- Online programs
 - Thank you page on OG form
 - Videos!
 - Online publications with featured stories
 - Giving websites
 - Blogs, social media, etc

You created the buzz!

Thank you so much for helping **Le b-Shack Team** increase awareness about their project and raise some much needed funds.

We couldn't have done it without you!



Your support goes a long way in encouraging our tenacious and creative students

in their philanthropic efforts, and moreover helps to grow the culture of giving at McGill. We appreciate your generosity and encourage you to stay tuned to our website because we have some big news coming soon.

From all of us at **Seeds of Change**, THANK YOU!



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9
PROJECTS
successfully
FUNDED



732
gifts made
TO DATE



\$158,576
raised since
SITE LAUNCH

Seeding is Believing.

Finding new ways to do good. McGill Seeds of Change



Dear Melissa,

Thank you so much for your donation of \$20.14 to the le B-Shack.

Your gift truly goes a long way. You're helping to support a terrific project, and encouraging our students to take action in the causes they believe in.

We hope you'll share news of your donation, and inspire others to do the same. You can learn more about the amazing projects McGill students are working on by visiting the [Seeds of Change crowdfunding website](#), where you'll find regular updates on the projects you're supporting, and information on many new initiatives.

From all of us at Seeds of Change, thank you.



II: BE DONOR CENTRIC

- 🏰 Venture Philanthropists
 - Motivated by investments in the future
- 🏰 Do-Gooders
 - Motivated to change the world
- 🏰 Altruistic Entrepreneurs
 - Motivated by a duty to give back
- 🏰 Challengers
 - Motivated by peer pressure
- 🏰 Professional Philanthropists
 - Motivated by political, religious or other causes

I: CELEBRATING LOYALTY

- Annual giving is about behaviour – positive reinforcement of that behaviour helps inspire continued similar behaviours
- Gift amount is important, but consistency is essential
- Loyal donors are our future SG/MG/PG donors – we must pay attention to help build the pipeline

SIR WILLIAM MACDONALD GIVING SOCIETY: GOALS

What is the SWMGS?

- A consecutive giving society designed to provide special recognition to long-term donors and to bring distinction to those individuals who support the University through sustained

Goal of SWMGS?

- To encourage consecutive years of annual giving regardless of gift amount or designation

 **Tagline:** *Give Every Year. Any Amount. Anywhere.*

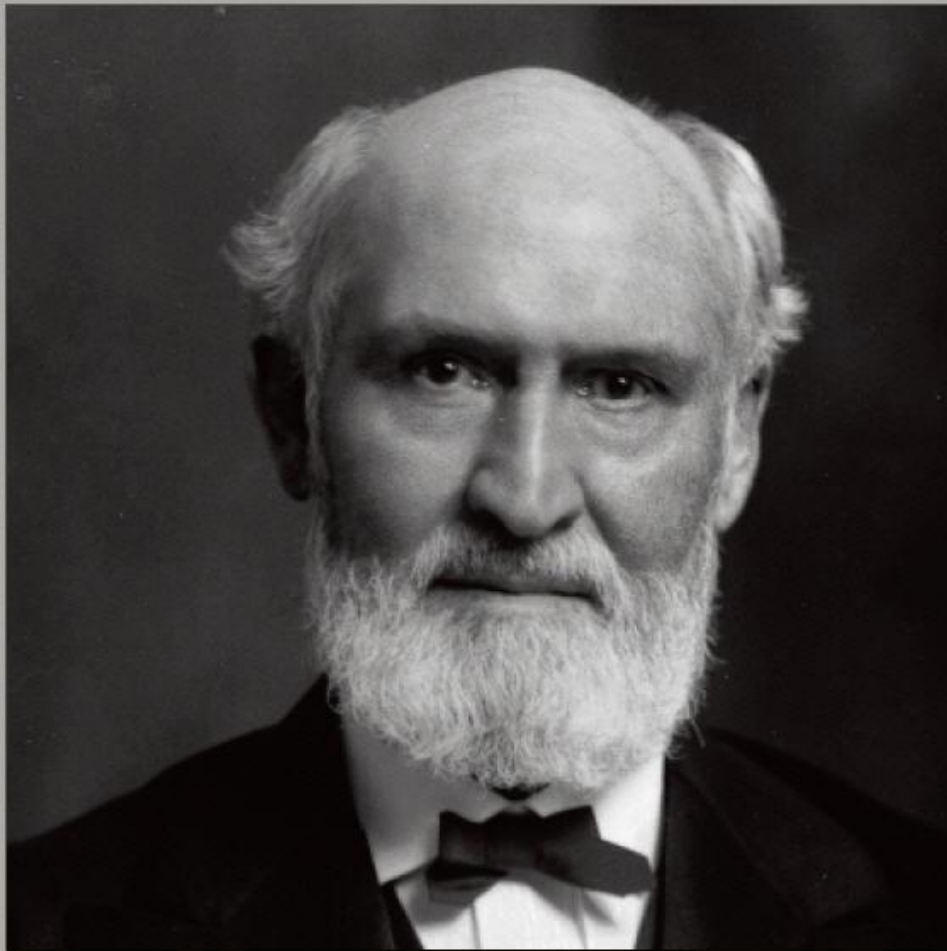


Sir William Macdonald
Giving Society

SWMGS - BENEFITS

- Special recognition:
 - Special recognition in the Faculty newsletter (honour roll)
 - Inclusion in physical donor wall unveiled annually at Homecoming
 - A small gift upon the anniversary of 5, 10, and 25 or more consecutive years of giving (pins - bronze, silver, gold)
 - Exclusive communications from the University on programs, priorities, issues, and events on campus and regionally
 - Advance notice of special events, activities, and special announcements of campus news

SWMGS – INFO TEASER



The Sir William Macdonald Consecutive Giving Circle

will be launched at the
2008 Homecoming celebrations at
McGill's Macdonald Campus.

The Giving Circle will recognize donors
who have made Annual Fund gifts for
five or more consecutive years.

Look out for more information coming
soon and please do not forget to make
your Alma Mater Fund gift!



SWMGS - BROCHURE

RECOGNITION

Sir William Macdonald Giving Society

Established in 2008, the *Sir William Macdonald Giving Society* is named in honour of Sir William Macdonald - one of the University's most generous benefactors and the founder of Macdonald College, which he both built and endowed.

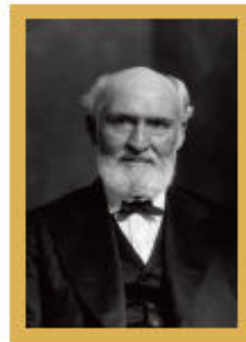
The members of the Society carry on Sir William Macdonald's tradition of philanthropy through their loyal annual gifts to the University.



**Sir William Macdonald
Giving Society**

NAMESAKE

Sir William C. Macdonald



Sir William C. Macdonald (1831-1917) was one of Canada's most successful entrepreneurs and one of McGill's earliest benefactors. Making his fortune in tobacco, and then going on to become one of the country's most generous educational philanthropists.

His contributions to McGill University helped to transform it from an impoverished institution into an intellectual powerhouse. Amongst his achievements is the commissioning of the Macdonald Physics, Chemistry, and Engineering buildings in addition to building and endowing Macdonald College.

MEMBERSHIP

What does it mean to be a member?

Members of the Sir William Macdonald Giving Society set an example for the greater University community. They are Macdonald Alumni who have made annual gifts to the University for five or more years consecutively. They represent the collective impact that graduates can have on their alma mater, regardless of the amount of their gift.

In appreciation of their loyal support members receive the following benefits:

- Pin to commemorate induction into the Society
- Recognition in the Faculty of Agricultural and Environmental Sciences Newsletter
- Recognition on the Sir William Macdonald Giving Society donor wall, displayed at Macdonald Campus
- Advance notice of special events, activities, programs through their annual renewal letter



SWMGS – RENEWED MEMBER MAILING

Dear <<NAME>>,

Thank you for making a gift to McGill this past year. As Dean of the Faculty of Agricultural and Environmental Sciences, it gives me great pride to see Mac graduates supporting their alma mater.

Your generous donation has renewed your membership in the Sir William Macdonald Giving Society, a prestigious group of loyal supporters who have made an incredible impact by making annual gifts to the University for the past five or more consecutive years. I believe that Sir William Macdonald would be impressed – and proud – that you are carrying on the tradition of philanthropy that has helped make McGill and the Faculty of Agricultural and Environmental Sciences so special.

Once again, thank you for your unwavering support.

Sincerely yours,



Chandra A. Madramootoo, Ph.D., P. Eng.
James McGill Professor and Dean



McGill



As a member of the Sir William Macdonald Giving Society, your generous annual gifts are absolutely crucial to McGill's students and faculty. Your support makes cutting-edge research a possibility, creates life-altering scholarships and fellowships, and sustains many other essential programs and services.

One such example is our new state-of-the-art food and nutrition teaching labs, which open up exciting new opportunities for the Faculty by ensuring that the Faculty of Agricultural and Environmental Sciences continues to play a vital role in meeting the growing need for highly trained nutritionists, dietitians and food scientists.

On behalf of the many students and faculty who will benefit from your support, thank you for your generous and thoughtful contributions.

THANK YOU

Ayesha Mayan & Ashleigh Manktelow

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