

Inspired Stewardship: How to Mobilize the Message of Gratitude and Create a Community of Stewardship Ambassadors

Your New Stewardship Ambassadors: Students!

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ADRP NYC
March 16, 2012

Road Map for the Session

- PANIC!!!- Just kidding--- I Think...
- YU's Student programs
 - > Thank a Donor Week
 - > Thank a Thon
 - > Students Helping Students
 - > Scholarship Impact Piece
 - > Scholarship Stewardship Calendar

LOTS of Questions, please?

Welcome Them= Orientation

Thank You From

Yeshiva University

Thank a Donor Week

Express your appreciation at one of the following locations 10 a.m. - 2 p.m.

WELF CAMPUS	BEREN CAMPUS
Monday, November 7 Sheff Center Lobby	Monday, November 7 Beren Hall Lobby
Tuesday, November 8 Kornberg Hall	Tuesday, November 8 Beren Hall Lobby
Wednesday, November 9 Rapp Annex	Wednesday, November 9 Beren Hall Lobby
Thursday, November 10 Kornberg Hall	Thursday, November 10 Beren Hall Lobby

Thank A Donor Week
November 7 - 10, 2011

- Tuition dollars cover only 1/3 of your YU education
- 75% of YU undergraduates receive scholarship assistance
- The average scholarship awarded exceeds \$20,000
- In 2010-2011, YU awarded \$16 million in undergraduate students

Thank a Donor Week

ROI: Cost per note, approximately \$2

Unsolicited gifts: Over \$25K

Why You're Receiving This Card

Recently, students from across Yeshiva University celebrated "Thank a Donor" week, gathering together to thank alumni and friends like you, who have supported Yeshiva University. For more information, please visit us at www.yu.edu/support/students

Thank a Donor Week

Thank you so much for your generosity in supporting Yeshiva University! My name is Davita, and I am currently a sophomore at Stern College studying biology, with plans to attend medical school in the future. Your support is enabling me to pursue my dream, and I would not be where I am today without you. I can't thank you enough! The greatest gift one can give is to provide someone with the opportunity to succeed, and you have done just that for me.

With much appreciation, Davita Wachsstock

Thank a Donor Week



Thank a Thon

- Student callers make calls for hours on end, just to thank donors, nothing less than an honest and sincere expression of gratitude!!
- Calling donors just to say thanks is a magical thing, they're always waiting for the other shoe to drop, awaiting an ask... Surprise!! There isn't one!
- The students love it too because they get to express appreciation to those that have supported them directly.

Thank a Thon


- Segment wisely
 - > Scholarship Donors
 - > Donors of >10 consecutive years
 - > First time Donors
 - > Donors of >\$500k cumulative lifetime
 - > Annual donors of >\$5K

Thank a Thon

- ROI Breakdown:
 - > Numbers of calls made 1455
 - > Bad #s: 57
 - > Emails Obtained: 354

 - > TOTAL COST: \$670.20
 - > Price per call- \$.49
 - > Unsolicited gifts= >\$5,000!!

Students Helping Students



Students Helping Students (SHS) is a student-driven effort that promotes awareness about the significant need for undergraduate scholarships and emphasizes the important role students play in the broader YU community today and as future alumni.

SHS strives to make a Yeshiva University education accessible to all by engaging the student body in events and programs that will raise scholarship funds while laying a strong foundation for a long-term connection to the University.

If you would like to make a strong and lasting impact on YU, join Students Helping Students by emailing studentshelpingstudents@yu.edu

Students Helping Students



SHS studentshelpingstudents.com
Students Helping Students

KEEP YOUR EYE OUT... MAY 2012

[The Video](#)

Scholarship Impact Piece



**YESHIVA UNIVERSITY STUDENTS
BENEFIT FROM YOUR GENEROSITY**

“The generous contribution to Yeshiva University fund and continue to make it possible for individuals such as myself to receive a Jewish education while learning an education, both in Israel and outside of Israel, is an amazing thing. Receiving this scholarship didn't only make a difference it made all the difference in my academic achievement.”

“The scholarship I am receiving is incredibly important to me. My entire education could not be possible without it, and as such I know I must take absolute advantage of the learning and growing opportunities afforded to me!”

“My dream of receiving a postgraduate education is truly exciting here and it's the most exciting and rewarding feeling in the world. I am so incredibly thankful to you for the scholarship support you have given, which allows me to accomplish all of my dreams. I can look forward to the day I can help students achieve their career dreams as well!”



Scholarship Impact Piece



**YESHIVA UNIVERSITY STUDENTS
BENEFIT FROM YOUR GENEROSITY**

“Not only have you afforded me the opportunity to go to a world class university that has opportunities in the medical field, you have opened up new financial and career opportunities that would have been otherwise closed had I not gone to a different institution. You have ensured that I continue to build upon the Jewish and Torah values we hold dear.”

“I must thank you for the generous donation that has enabled me to take advantage of all the wonderful opportunities YU has to offer. Because of the excellent education and Jewish communal leadership opportunities YU has to offer, I know when I look ahead I will be prepared to make a positive impact on the world!”

“I would like to take this opportunity to thank you for enabling my education at Yeshiva University. Without your support, there is no way I could have been able to afford the excellent Jewish and secular education I have been privileged to receive. Additionally, the flexibility that has come about through Yeshiva University's financial assistance is a contributing factor of the best Jewish community.”

“I have been able to study abroad at a top-notch Jewish center in Israel and have been able to receive a world-class education.”



Have a Plan!

STUDENT SCHOLARSHIP THANK YOU AGENDA 2011/2012

FALL SEMESTER

- 8/75-8/28 Info/Dev/Info @campus posters and message for Thank You poster
- 8/28-8/30 Photograph students on @campus and @campus Campus during orientation with Thank You poster
- 8/9 Send out first email follow up to financial aid letter to students requesting thank you letters for donors
- 8/18-8/21 Advertise Thank-A-Donor week with flyers around @campus, @campus, @campus, @campus, @campus, @campus
- 8/28-8/29 Thank You poster
- 9/8 Send out second email reminder to students requesting thank you letters for donors
- 9/8 Design and have printed handouts and hope cards for Thank-A-Donor week
- 9/27-9/28 Thank-A-Donor week - Give out hope cards @campus, @campus, and offer to win \$100 Amazon gift card for participating
- 9/18-9/28 Prepare and organize the thank you notes completed during Thank-A-Donor week to be mailed out
- 9/28 Thank-A-Donor cards mailed
- 9/28 Mail reminder letters home to students requesting thank you letters for donors
- 9/28-9/29 Reading week - Send another reminder email to students requesting thank you letters for donors
- 9/13-9/22 Call students during intercession requesting thank you letters for donors

SPRING SEMESTER

- 8/25-8/27 Thank-A-Donor phone calls to scholarship donors
- 8/1 Draft Scholarship impact piece and cover letter
- 8/18 Scholarship Reading
- 8/23 Scholarship impact piece mailed

Tips to improving student participation:

- Be Flexible!
- Make it easy for them!
- Embrace Technology!
- Bribery:
 - > Money
 - > Food
- Guilt- You & Parents
- Persistence

Results

- Student Participation is up 32%
- Unsolicited donations of over \$75K
- More students are aware of Philanthropy's impact on campus
- Perception of Donor Relations has Increased

Thank YOU!!!!!!!!!!!!!!!

- Lynne M. Wester
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- wester@yu.edu
