

**STEWARDSHIP AT THE TOP OF THE PYRAMID: TAILORING OUR EFFORTS TO INDIVIDUAL DONORS**

Presented by:

Dan Baker  
Director of Donor Relations for Principal Gifts  
Columbia University

Kate Jankowski  
Director of Stewardship and Donor Relations  
Albany Medical Center Foundation

Amy O'Reilly Rizzi  
Deputy Chief Development Officer  
The Metropolitan Museum of Art

Michael J. Smith  
Associate Director of Membership  
American Museum of Natural History

---

---

---

---

---

---

---

---

How can we steward the donors at the top of our pyramid?

- Know your top donors and don't be afraid to personalize your outreach.
- Use Programs You Already Have.
  - Classes/Student Presentations
  - Tours (led by docent/curator, student, or other beneficiary of services)
  - Visits with staff in area of donor interest
  - Fund-raising events
  - Concerts
  - Lectures
  - Exhibits/Openings
- Remember, it doesn't have to be perfect and it's not for every donor.

---

---

---

---

---

---

---

---