

Everyone is a Steward!

Roberta O'Hara

Sr. Associate Director of Stewardship

Princeton University



Mom and Dad

Miss Manners and the Colonel

Stay-at-Home Mom

What's on my
to-do list today?



Oh right.
EVERYTHING.

Me, allegedly thanking the dog



The Chrysler LeBaron





Lee Iacocca

Consummate Steward, CEO of Chrysler from 1978 until 1992

Ben O'Hara
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Mt. Holly NJ 08060



12-4-08

Dear President
Obama-

I am glad you
are President. I
am six years old.
And my name
starts with the
same letters as
yours. B.O.

Ben O'Hara

Gratuitous shot of Thin Mints



QUIZ #1

Who was the founder of
the Girl Scouts?



ANSWER: Juliette Gordon Low,
March 12, 1912



A bit about Stewardship at Princeton

- Staff of six
- Staff has individual responsibilities, including stewardship of professorships, scholarships, fellowships; project leads for dedications; publications; etc.
- Each staff member has department liaison roles.

Specific Goal:

To create a systematic way to alert campus partners of new gifts **AND** get them to write TYs!

What is Motivation?

MOTIVATION



*...just about '**carrots**' and '**sticks**'?*

Dan Pink, author of
*DRIVE: The Surprising Truth about
What Motivates Us.*

- THREE KEY ELEMENTS MOTIVATE US:
 - Autonomy
 - Mastery
 - Purpose

Autonomy

- People WANT to have control over their work

Mastery

- People WANT to get better at what they do.

Purpose

- People WANT to be part of something that is bigger than they are.

QUIZ #2

- What was the largest donation in American History (as of December 17, 2013)?

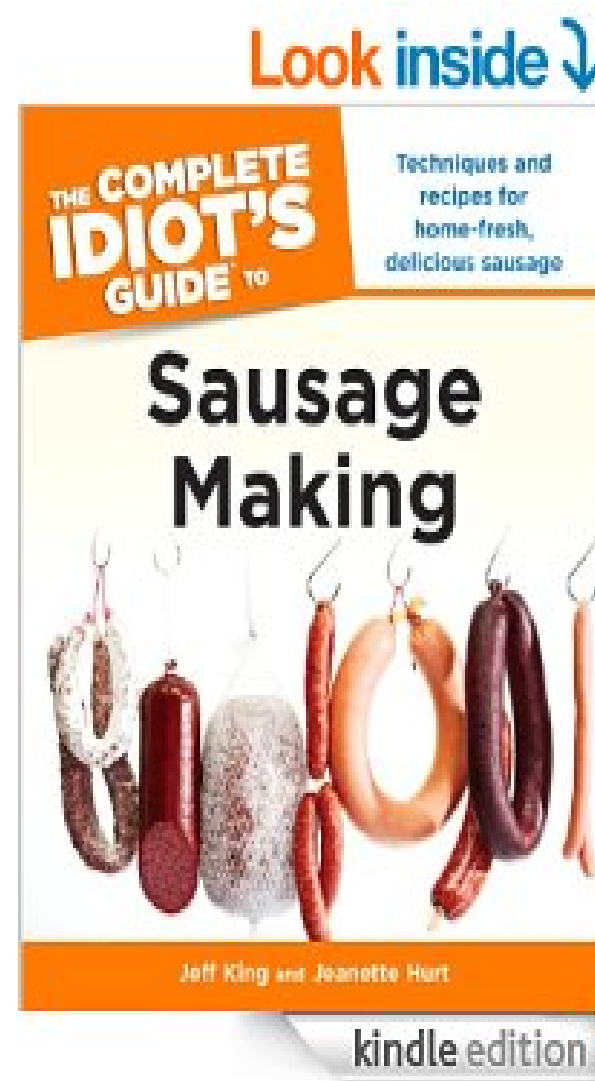
ANSWER: Warren Buffet, \$30
Billion



BILL & MELINDA
GATES *foundation*

The Sausage Making:

How we convinced 89 departments, centers, programs, and teams to write thank you letters to their donors



Process

(The Reader's Digest Version)

- Met with **Director of Academic Management**, Provost's Office.
- Communicated with random **Department Managers** to get their thoughts on our idea.
- Continued **Department Liaison** meetings – discussed topic in these meetings, for additional feedback.

Process, cont.

- Internally, the Stew staff discussed feedback that we received and what we might be able to provide for our campus partners.
- Stew staff met with IS folks to discuss our ideas and the feasibility of acquiring the information we needed.
- Met again with the **Director of Academic Management** to discuss progress.

Process, again ...

- Then met over lunch with another random group of **Department Managers** and shared what we were proposing to do.
- Finally, launched on July 1, 2013.

NOTES:

1. Process took an entire year.
2. Throughout we continued Dept Liaison Mtgs
3. Provost's training and piggy back training

WHAT did we create?

TAP – Thank you Alert Process

- \$10,000 and up gifts
- Weekly notification if there is a gift!
- Name, amount, address, and purpose of gift
- A template thank you letter
- A copy of the DOG or LOI
- And we're happy to read drafts
- Request a copy of the TY that goes out

Follow-up

- A maximum of two reminders, if we don't get a letter/response immediately.
- A thank you note and set of cards first time they write.
- A copy of letter to frontline fundraiser, a contact report on our database, and a copy of letter on electronic file

Results

- As of February 1st, 200 requests for TY letters
- 188 letters!
- Representing gifts totaling \$19,455,694!

REAL RESULTS!

Absolutely amazing, detailed, fact-filled, thoughtful, department-specific, thought-provoking, heartfelt, wonderful, genuine, **better-than-I-ever-expected** thank you letters from the subject experts!

Fringe Benefits

- Improved our relationship with our campus partners.
- Improved our frontline staffs' relationship with our campus partners.
- Provided us with the ability to reach out to them as a group to collect other data and consult on other aspects of donor relations

For instance

Name: _____

Title: _____

Department: _____

Does your department/program/center do an annual report? _____

Print, electronic, or both? _____

Who do you send it to? _____

When does it go out? _____

Does your department/program/center do a newsletter? _____

Print, electronic, or both? _____

Who do you send it to? _____

When does it go out? _____

Do you acknowledge your donors anywhere on your website? _____

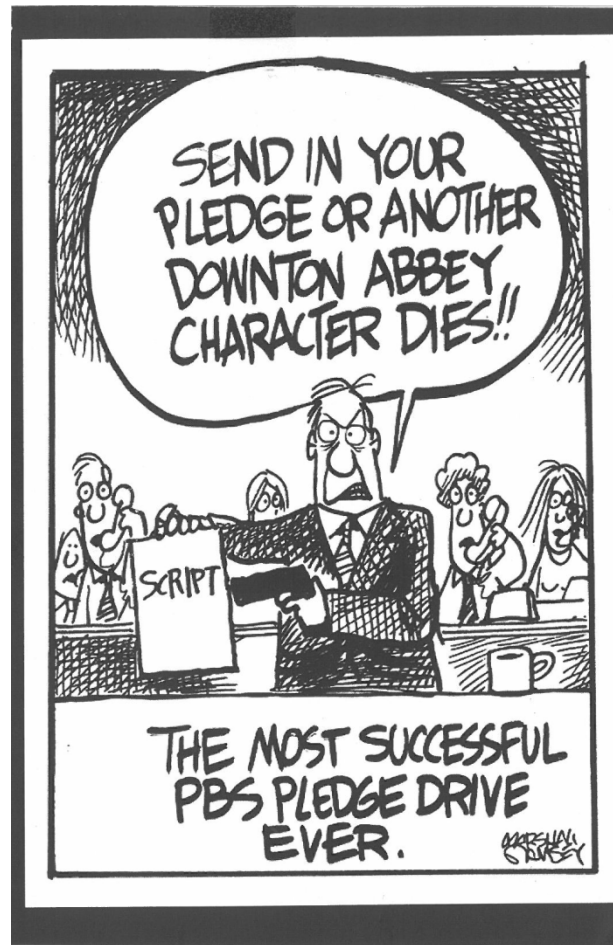
If not, would you welcome help in doing so? _____

Please fill out and return to Roberta O'Hara after the meeting or put in Campus Mail to: Roberta O'Hara, 1 Helm Building

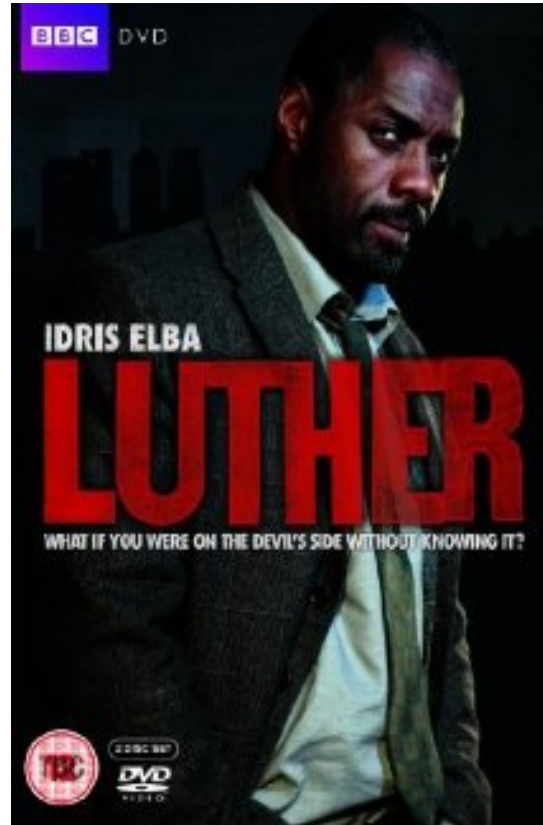
QUIZ #3

- What are the names of the three sisters on Masterpiece Theatre's *Downton Abbey*?

ANSWER: Mary, Edith, and Sybil



The Dreaded Metric



Find Any Joy?

J-O-Y

- 188 donors received letters.
- 67 of the same donors made 133 additional gifts within 2 months of receiving the TY letter
- The 133 gifts totaled \$11,221,399.
- 21 (or approx 16%) of those gifts were outright additional gifts to the exact same purpose. (NOT pledge payments/NOT actively cultivated gifts.)

J-O-Y to come

- What percentage of the other 84% of the gifts were actively in cultivation?
- What percentage of those gifts were Annual Giving/unrestricted?
- How did those AG gifts compare to previous AG gifts from the same cohort?
- Were any of those AG gifts from folks who hadn't given in several years?

O J-O-Y, O J-O-Y

- Test case
- Follow this group for the course of the year
- Analyze their event activity
- Analyze their continued giving activity
- Analyze their giving history

QUIZ #4

- What was the first organization to hold a fundraiser on television?

NOT THE ANSWER: Muscular
Dystrophy Association
in 1966



ANSWER: Damon Runyon Cancer
Research Foundation, in 1949



Social Media

- <https://www.girlscouts.org/>
- <http://www.gatesfoundation.org/>
- <http://www.pbs.org/>
- <http://www.damonrunyon.org/>

What can *they* (meaning the subject experts who don't report to you) do that you can't?

- Donor profiles
- Fund listings
- Websites
- Ensure the use of fund names on fliers, posters, etc.



Lewis-Sigler Institute for Integrative Genomics

- Home
- About Us
- Donors**
- Scientific Program
- Contact-Visit
- Faculty
- Lewis-Sigler Fellows
- Staff
- Jobs
- Center for Quantitative Biology
- Education
- Research Resources
- News
- Seminars
- Cafe-Catering-Reservations

Donors

Peter B. Lewis '55

Peter B. Lewis, a member of Princeton's board of trustees, gave \$35 million to launch the scientific programs within the Lewis-Sigler Institute for Integrative Genomics. Lewis, who is chairman and CEO of the Progressive Corporation, one of the nation's largest auto insurers, made the donation to mark the 45th anniversary of the graduation of his Class of 1955 from Princeton.

The endowment also honors Lewis' long time friend and roommate at Princeton, Dr. Paul B. Sigler '55. Sigler was one of the world's leading structural biologists, a field that has provided insights into the amazing chemistry of life. Before his untimely death in January 2000, Sigler was the Henry Ford II Professor of Molecular Biophysics and Biochemistry at Yale, an investigator of the Howard Hughes Medical Institute and a member of the U.S. National Academy of Sciences.

Part of the endowment from Lewis' gift will be used to support promising early career scientists as Lewis-Sigler Fellows. Typically, five-year term appointments will be made, with ample start-up funding to ensure that these scientists can focus immediately on their research and teaching.

"What really excites me about this new initiative," said Lewis, "is that it brings together remarkably talented people in a way that is very different from what has been traditionally done at Princeton. The combination of bright young minds, experienced senior scientists and the resources for them to work together creatively in an area of international importance maximizes the chances that good ideas and important discoveries will happen. I've always been a risk-taker myself, and this new Institute seems very much in that spirit."

Carl Icahn '57

Carl Icahn was awarded the McCosh Prize for the finest thesis written by a student in the Philosophy Department in his senior year. After graduating from Princeton he attended medical school for two years and then left to enter the world of finance as a stockbroker in New York. Within a decade he had founded his own firm, Icahn and

Freshman Seminars in the Residential Colleges



Publication: The Program of Freshman Seminars in the Residential Colleges

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[Faculty](#)

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Support for the Program of Freshman Seminars

The Program of Freshman Seminars is supported through University general funds, academic departments and programs, the University Center for Human Values, the Center for the Study of Religion, the Society of Fellows in the Liberal Arts, and special endowments and other gifts.

Endowed Freshman Seminars

Agnew Family Freshman Seminar. Established in 2002 by Franklin E. Agnew '56.

Barrett Family Freshman Seminars. Established in 2005 by Milton A. Barrett Jr. '56 to support freshman seminars in the areas of art and archaeology and Latin American studies.

Brian W. H. Berghuis '81 Freshman Seminar. Established in 2013 to support freshman seminars on topics related to economic, political, technological, or social policies in a current or historical context; or topics related to finance and investment; or topics related to Canadian studies.

William H. Burchfield, Class of 1902, Freshman Seminar. Established in 1996 by a bequest from the estate of William H. Burchfield, Class of 1902.

Class of 1975 Freshman Seminar. Established in 2000 by the Class of 1975.

Class of 1976 Freshman Seminar in Human Values. Established in 2001 by the Class of 1976 to support a freshman seminar in the University Center for Human Values.

Dean Eva Gossman Freshman Seminar in Human Values. Established in 2004 by the University to support a freshman seminar in human values in honor of Eva Gossman, associate dean of the college from 1987 until 1996.

Freshman Seminar in Human Values. Established in 2001 by an anonymous benefactor to support a freshman seminar in the University Center for Human Values.

Professor Amy Gutmann Freshman Seminar in Human Values. Established in 2004 by an

Meet the Scholars

Meet the Scholars, read about their internships, their fellowships and their career goals.

Special Thanks

The following alumni serve as members of the Dean's Advisory Group for Scholars in the Nation's Service: Cara Abercrombie MPA '03, Hady A. Amr MPA '94; John P. Bellinger III '82; Robert D. Brenner '75, MPA '77; Kevin Gover '78; Anthony Marcus MPA '87, Cheryl McQueen MPA '77; Barry Pavel MPA '90; Jeffrey Prieto MPA-URP '97; Timothy Reif '80, MPA/JD '85; Dr. Jeffrey Richter; Lara Robillard MPA '01; Steven Simon MPA '83; Peggy Twohig MPA/JD '83; Draci Vetter MPA 2000; and Kemba Eneas Walden MPA '96.

The Scholars in the Nation's Service Initiative is made possible through the generous support of The Robertson Fund; The David K.E. Bruce '19 Scholars Fund; Andrea Bernstein '80 and Tom Bernstein; Frank Carlucci '52; The W. Hodding Carter III '57 Scholars Fund; The Raymond H. Close '51 and Martha W. Close SINSI Endowment Fund; The Elkes Foundation; The Brooks Emery '24 Trust; Frederick P. Hitz '61; Gilbert Omenn '61 and Martha Darling MPA '70; Michael Morandi MPA '83; Gerald Parsky '64; Jeffrey Peek '69 and Elizabeth Peek; James Shinn '73, Ph.D. '01; James D. Zirin '61 and Marlene Hess Zirin; and anonymous donors.

NOV 11, 2015

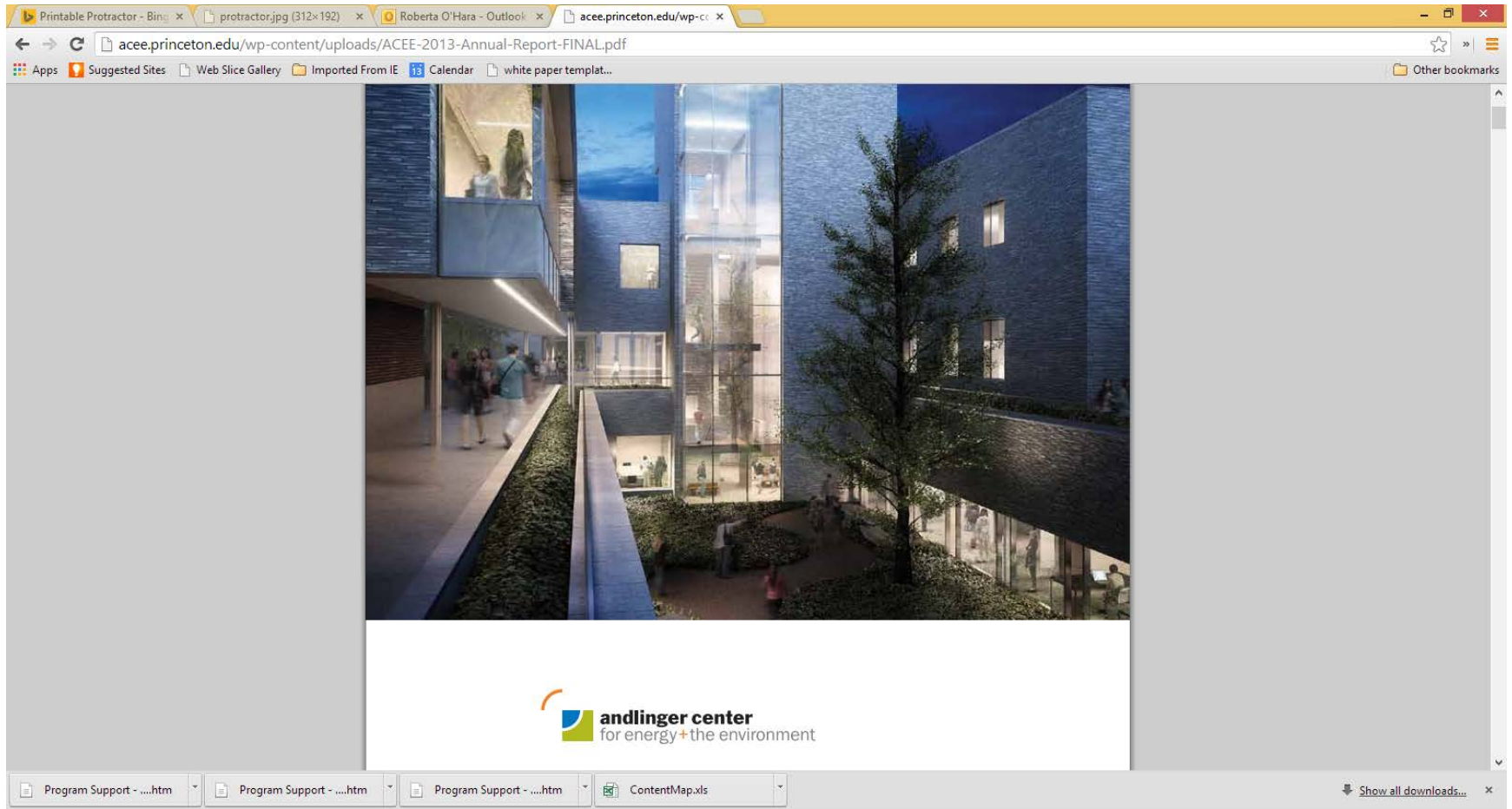
BY B. ROSE HUBER | 609-258-0157

Since 9/11, the United States has seen the largest sustained deployment of military service men and women in the history of the all-volunteer force, and our knowledge of...

TAGS: [FAMILY](#)



Annual Report



Newsletters

The screenshot shows a web browser window displaying the Princeton University PEI Newsletter Archives page. The browser's address bar shows the URL www.princeton.edu/pei/news/newsletter-archives/. The page features a dark navigation bar with the Princeton University logo and a search box. Below the navigation bar, a menu lists various sections: ABOUT, RESEARCH, UNDERGRADUATE, GRADUATE, OUTREACH, CALENDAR, NEWS/PUBLICATIONS (highlighted), VIDEOS, and CONTACT. A sidebar on the left contains the PEI logo and the text "PRINCETON ENVIRONMENTAL INSTITUTE" and "The center for environmental research, education and outreach". The main content area displays the "PEI Newsletter Archives" for the years 2012, 2011, and 2010. For each year, there are two newsletter covers: "Winter" and "Spring/Summer". Each cover includes a "Features PDF" link. Social media sharing icons for Facebook, Twitter, Email, and Print are visible. The browser's taskbar at the bottom shows several open windows, including "Program Support - ...htm" and "ContentMap.xls".

Printable Protractor - Bing x protractor.jpg (312x192) x Roberta O'Hara - Outlook x PEI Newsletter Archives - | x

www.princeton.edu/pei/news/newsletter-archives/

Apps Suggested Sites Web Slice Gallery Imported From IE 13 Calendar white paper templat...

Other bookmarks

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PEI Newsletter Archives

2012

Winter
Features PDF

Spring/Summer
Features PDF

2011

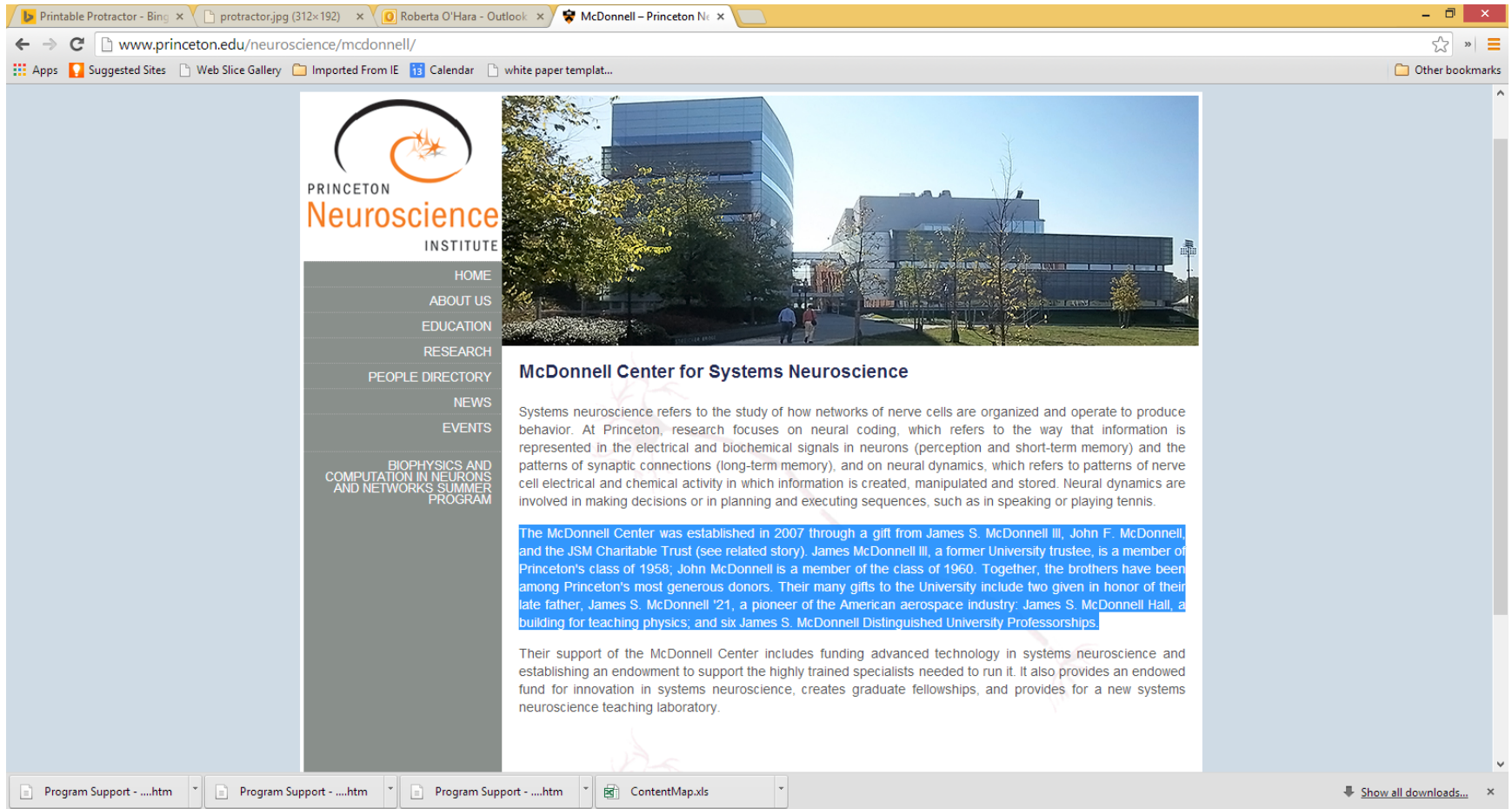
Winter
Features PDF

Spring/Summer
Features PDF

2010

Program Support - ...htm Program Support - ...htm Program Support - ...htm ContentMap.xls Show all downloads...

Press Releases



The screenshot shows a web browser window displaying the website for the Princeton Neuroscience Institute's McDonnell Center for Systems Neuroscience. The browser's address bar shows the URL www.princeton.edu/neuroscience/mcdonnell/. The page features a navigation menu on the left with links to HOME, ABOUT US, EDUCATION, RESEARCH, PEOPLE DIRECTORY, NEWS, and EVENTS. Below the menu is a link for the BIOPHYSICS AND COMPUTATION IN NEURONS AND NETWORKS SUMMER PROGRAM. The main content area includes a large photograph of a modern building, the title "McDonnell Center for Systems Neuroscience", and two paragraphs of text. The first paragraph defines systems neuroscience and research at Princeton. The second paragraph, highlighted in blue, describes the center's establishment in 2007 through a gift from James S. McDonnell III, John F. McDonnell, and the JSM Charitable Trust. The third paragraph details the support provided to the center, including funding for technology, specialists, an endowed fund, graduate fellowships, and a new teaching laboratory.

PRINCETON Neuroscience INSTITUTE

- HOME
- ABOUT US
- EDUCATION
- RESEARCH
- PEOPLE DIRECTORY
- NEWS
- EVENTS
- BIOPHYSICS AND COMPUTATION IN NEURONS AND NETWORKS SUMMER PROGRAM

McDonnell Center for Systems Neuroscience

Systems neuroscience refers to the study of how networks of nerve cells are organized and operate to produce behavior. At Princeton, research focuses on neural coding, which refers to the way that information is represented in the electrical and biochemical signals in neurons (perception and short-term memory) and the patterns of synaptic connections (long-term memory), and on neural dynamics, which refers to patterns of nerve cell electrical and chemical activity in which information is created, manipulated and stored. Neural dynamics are involved in making decisions or in planning and executing sequences, such as in speaking or playing tennis.

The McDonnell Center was established in 2007 through a gift from James S. McDonnell III, John F. McDonnell, and the JSM Charitable Trust (see related story). James McDonnell III, a former University trustee, is a member of Princeton's class of 1958; John McDonnell is a member of the class of 1960. Together, the brothers have been among Princeton's most generous donors. Their many gifts to the University include two given in honor of their late father, James S. McDonnell '21, a pioneer of the American aerospace industry: James S. McDonnell Hall, a building for teaching physics; and six James S. McDonnell Distinguished University Professorships.

Their support of the McDonnell Center includes funding advanced technology in systems neuroscience and establishing an endowment to support the highly trained specialists needed to run it. It also provides an endowed fund for innovation in systems neuroscience, creates graduate fellowships, and provides for a new systems neuroscience teaching laboratory.

Back to Dan Pink

- Autonomy, Mastery, and Purpose
- Depts own their media
- Depts create their media
- We've reminded them that there is a purpose

QUIZ #5

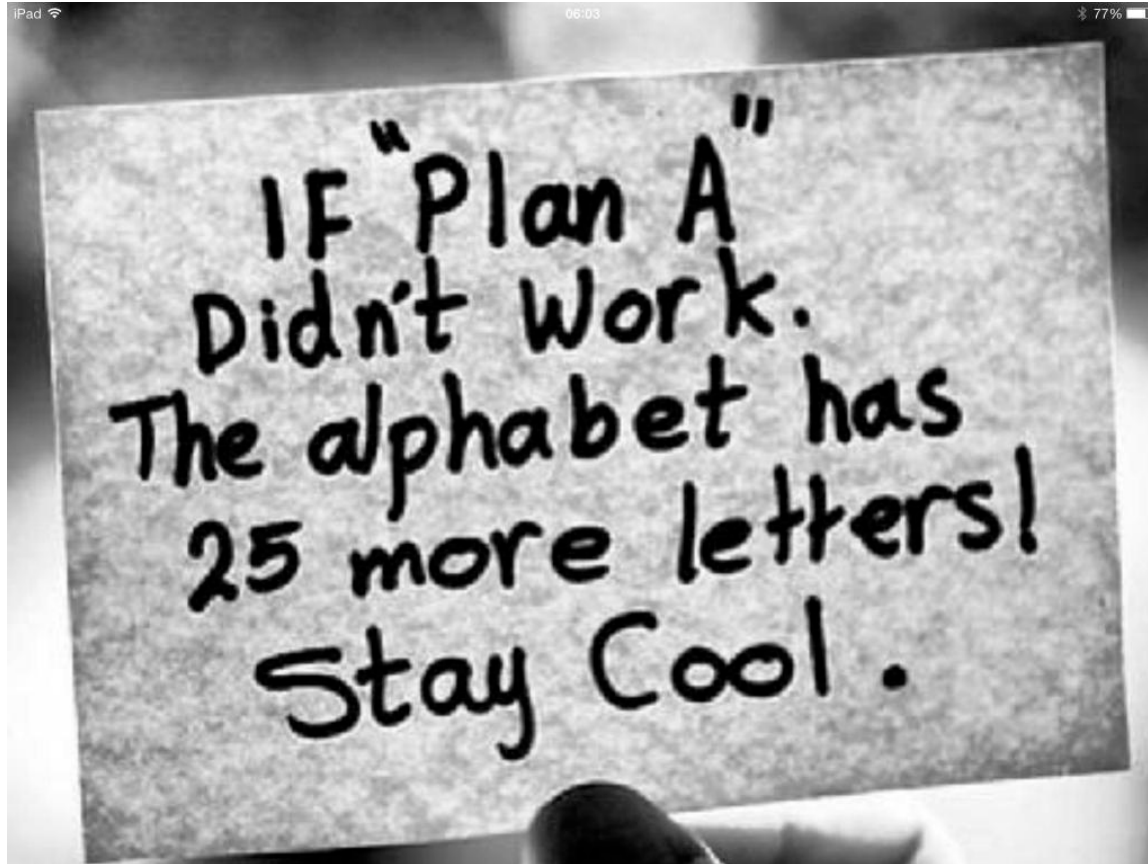
- What is the best selling flavor of Girl Scout cookies?

ANSWER: Duh!!!



In

Conclusion



This was my "Plan A."

It worked for me and for Princeton.

Contact information

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