

End-Of-Year Fundraising Toolkit

Create A Donor Stewardship Journey

Once someone has given to your organisation, whether they are a first-time or re-engaged donor, it is essential that you take steps to solidify their relationship with you and your mission. Start working stewardship into everything you do. Don't hesitate to invest the time or people power into mapping out a great donor journey as it will be more cost-effective overall to cultivate repeat support from someone who is already familiar with your mission versus finding new, motivated supporters.

Below, you'll find seven great stewardship ideas. Choose at least three, bearing in mind that you should test a variety of channels and donor touch points to see which prove to be the most effective with your supporters.

1

Handwritten Notes

Traditional thank you methods are often overlooked in favour of faster, glossier alternatives. However, handwritten notes convey a personal level of care that will help your organisation to stand out. It won't be practical to send a note to each individual donor, so focus on sending them at least once a year to specific donor groups, such as your major donors.

2

Thank You Calls

Call your donors to say thank you, taking a few minutes to ask how they are and to tell them about the exciting plans your organisation has coming up. The call doesn't have to be long – research shows that donors who receive a short call within two days of giving are four times more likely to give to you again.

3

E-Newsletters

E-newsletters have become the backbone of most stewardship programmes for a good reason: they are easy to create and affordable to send. Many organisations have found that sending monthly e-newsletters increases donor retention, volunteering, and member involvement.

4

Host Virtual Events

Stewardship events without a fundraising ask and where there is no cost to attend are a great way for your donors to meet your team, connect with fellow donors and feel closer to your organisation's mission. You can choose from a variety of virtual services (such as Zoom, Skype or Webex) and create a great meet-up which is budget friendly and accessible to all. If you need some pointers on how to get started then JustGiving have a [free virtual event guide](#).

5

Social Media Shout Outs

Whether you decide to create a broader social series which shines a general light on how important donors are to you, or you share specific donor stories and pictures, social media posts let the world know how much you value your supporters. Make sure that you reach out to any individuals for permission before you share posts featuring them.

6

Committee Membership

For many donors, being asked to serve on a committee is a huge honour. It shows that the relationship has transcended beyond financial support, and that your team value their input and perspective.

7

Video Messages

A video featuring one of your team is a great way to showcase the personality behind your organisation and add a "human touch" to your stewardship journey. You may choose to record a thank you message or give a behind the scenes look to highlight donation impact. Creating a video doesn't have to be complicated or expensive, you could even record it using your phone. The main focus should be the message and the person saying it.

Read more about creating a donor stewardship journey, plus other advice for creating a great year-end appeal, in the End-Of-Year Fundraising Toolkit now

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