

POST-CAMPAIGN STEWARDSHIP REVIEW

Why is it important to invest in stewardship?

There are several ways that an effective, consistently administered and well-resourced stewardship program directly improves an organization's philanthropic income as a sustainable source of revenue:

- Recruiting a new donor can cost an organization two to three times as much as the size of that donor's first gift;
- It is estimated that a 200% increase in the lifetime value of philanthropic funding can be achieved by 10% improvement in donor retention;
- Current donors are the foundation of a major donor prospect pool -- as lower level donors make repeat gifts to an organization, their sense of commitment can grow, increasing their propensity to become major gift donors;
- A campaign's lead gift and most significant major gifts are likely to be made by supporters already contributing to an organization;
- Effective stewardship keeps post-campaign giving at a higher and sustainable level, ideally double current levels of annual support.

The stewardship review comprised three elements:

- one-to-one interviews with a sample of individual and corporate donors to gain a first-hand overview of the recognition and acknowledgement most valued by donors, and therefore, most likely to retain their support and lead to increasingly significant levels of support over the long term;
- benchmarking your institution's stewardship against those of other successful Canadian organizations, in a similar sector as yours;
- a review of select donor publications and internal stewardship documentation and guidelines.

These elements of the stewardship review were designed to deliver the following outcomes:

- identification of stewardship techniques your organization currently employs that are most valued by its donors and most likely to result in donors continuing and increasing their support;
- evaluation of if and how your organization can better align its donor stewardship program to ensure that staff and financial resources are being used to generate the greatest stewardship return; and
- practical and strategic recommendations that your organization can immediately implement to improve the effectiveness and efficiency of its stewardship programs.