



Year-End Giving
Happened.
Now What?

Best Friends®
SAVE THEM ALL®



Jump for Joy!

We all survived
year-end
fundraising!



Now the work really begins



“Nonprofit development is a marathon, not a sprint.”



The donor lifecycle





Results of a good stewardship program

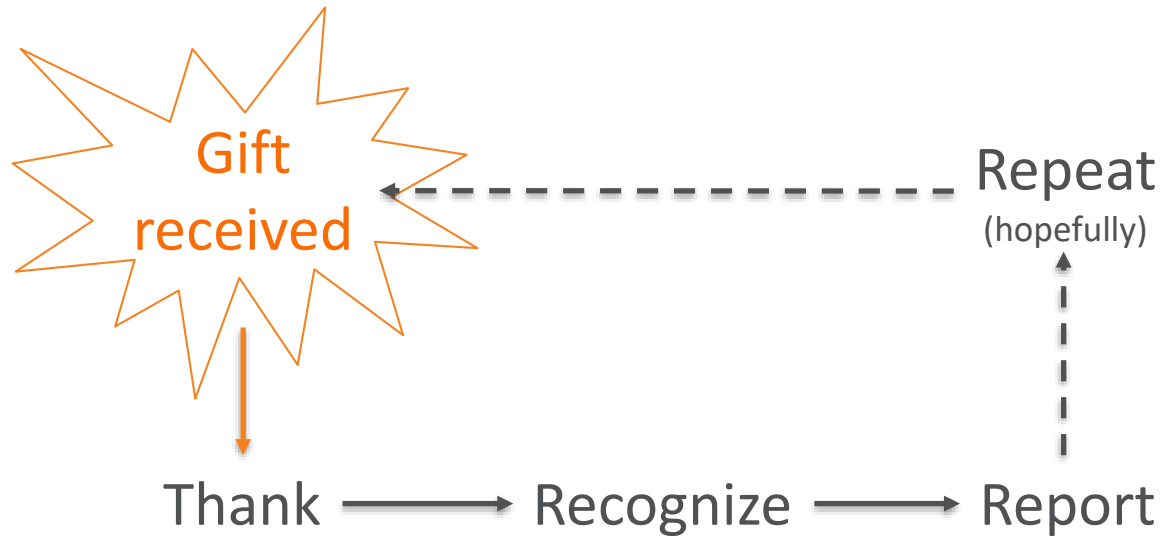
Donors:

1. Giving regularly
2. Giving to priorities
3. Giving in usable ways
4. Giving to capacity
5. Feeling recognized
6. Willingness to participate
7. Spreading the message
8. Bringing others along





Stewardship





Thanking Donors

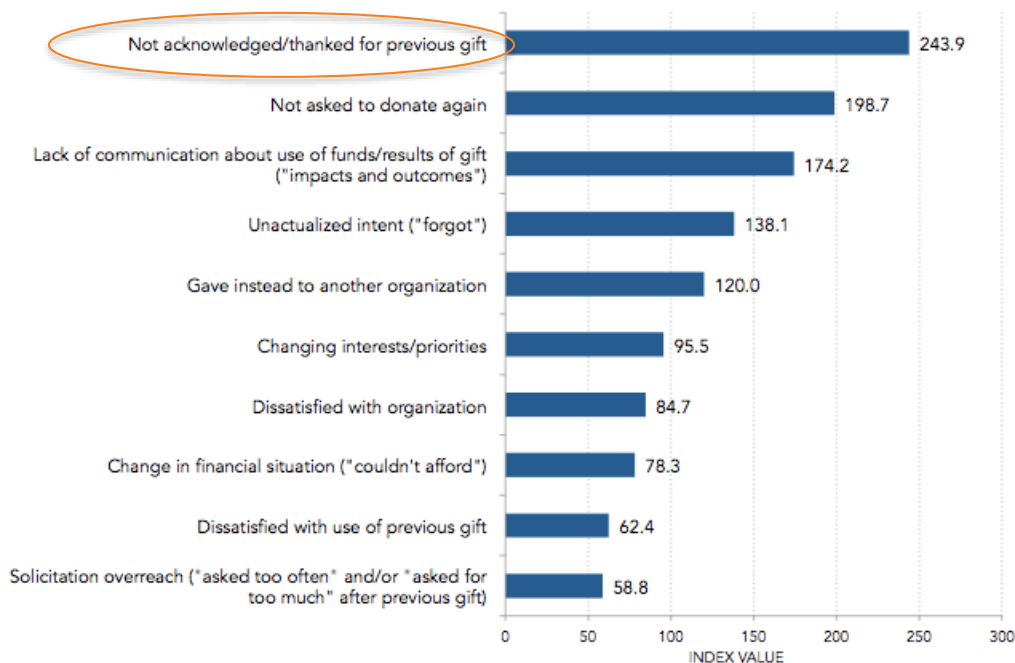




Thanking donors is key!

Why did you not make a donation?

(Previous \$250-\$2,500 annual donors who had did not donate again within 24 months)



impacts

WHY PEOPLE REALLY STOP GIVING

They felt the organization did something wrong
They were unsure about how their donation was used
They felt their donation was not used properly
They were unsure if their contribution made a difference
They felt mistreated by the organization
They lost interest in the organization's mission
They felt like they already gave enough
They thought the organization could not solve the problem
The organization spelled their name incorrectly
Their financial situation changed
They felt unappreciated
They simply forgot about the organization
They felt they were asked for too much money
They found a different organization that better suited their needs

They no longer felt good in one way or another

market smart
imarketsmart.com

1 Many donors stop giving because they feel ignored or unappreciated.

Did You Know That?

"... up to five out of every ten donors stop giving – or give less – because they feel, in part, that their giving isn't appreciated" (Burk).



Just two numbers to remember

65%

of first-time donors won't make a second gift 😞

80%

of donors say a prompt, meaningful thank you letter and additional communication that explains how the donation was used is what would convince them to make another gift 😊



Courtesy: Mark Phillips, BlueFrog

“The donor is the customer. They’re buying the experience of feeling good. Make them feel that, you get rewarded.”

~Tom Abern



Personal thank you notes and phone calls





Acknowledgement Letter

[Month day, year]

Dear [donor],

Thank you for your recent gift of \$XXX. Your support helps us to provide personal care to animals, like Sky, until they find their forever homes. Let me share her story with you.

Sky came to us from an animal shelter. She had been confiscated along with over 130 other dogs from a hoarder. But the shelter didn't have room for all of those dogs, so many folks pitched in to help, including [XYZ rescue]. When Sky arrived she was a painfully shy pup who had most likely never known love. Her reticence was extreme. So much so that she had to be sedated for grooming!

Thanks to a caring foster who took her into her home and with the help of a volunteer trainer, Sky came out of her shell and started to make friends and enjoy life. So much so, that she was recently adopted by a special family who will continue to show Sky that there are good people in this world who want the best for her and will love her for life.

We are so grateful for all you've done for the animals. On behalf of Sky and other dogs to whom you've given a second chance, thank you.

Warm regards,

[Name]

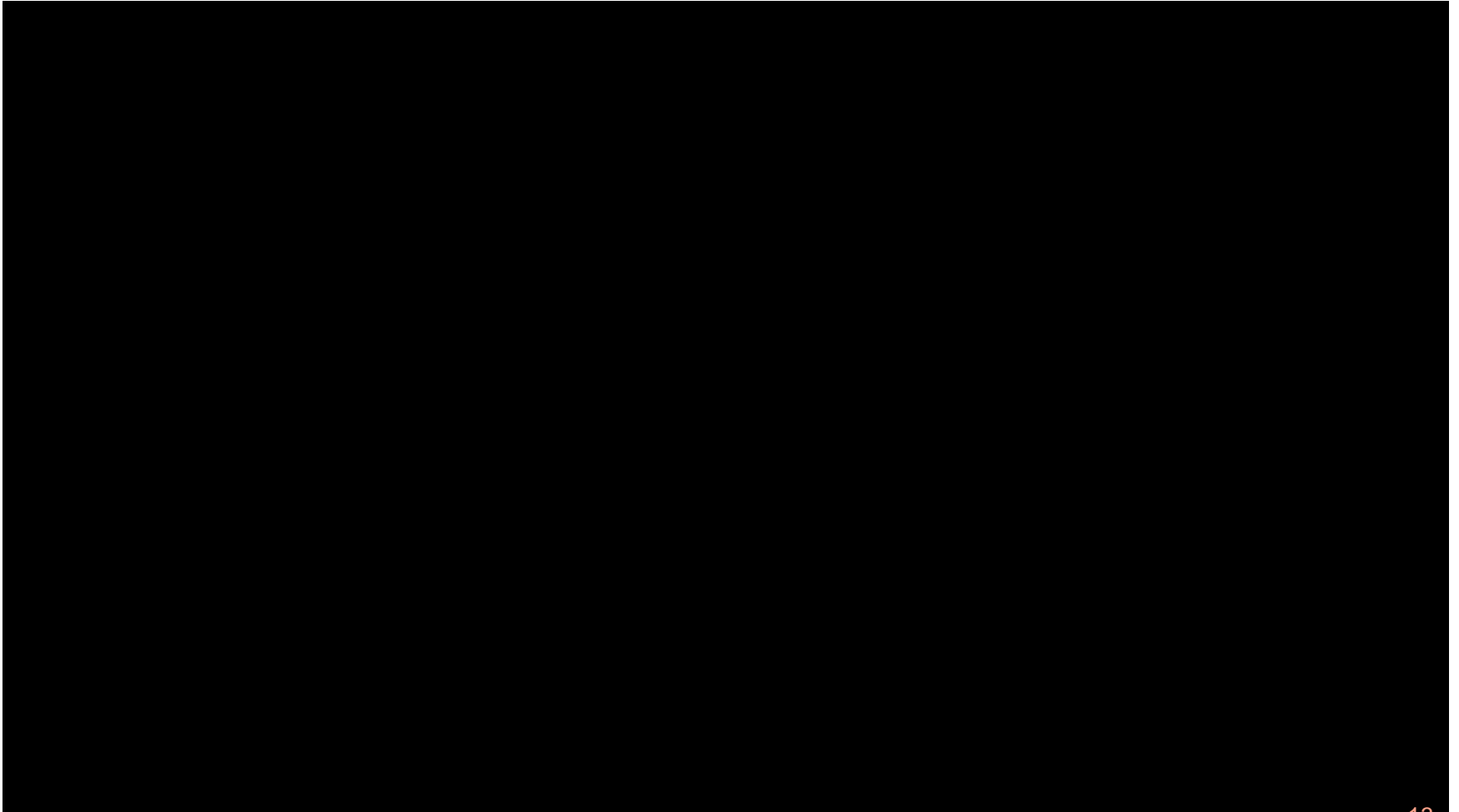
[Title]



[XYZ organization] is a 501(c)(3) public charity (EIN [insert EIN #]), therefore, this gift donation is tax deductible to the extent permitted by law. No tangible goods or services were provided in exchange for this donation unless noted above. [insert any language required by your state].



Video is magic!





Year-end creates a lot of “donor-versaries”



HAPPY ONE-YEAR ANNIVERSARY OF YOUR LAST DONATION!

This time last year, you joined our LIFE-SAVING family, and changed the lives of 1,500+ rescues. Rescues like Roscoe (dog on front) who YOU helped save from a high-kill shelter. And Titly (cat on front) who had neurological damage but received the care she needed thanks to YOU!

The Humane Society of Northeast Georgia wants to thank you again, and celebrate your support of our work on behalf of rescues and at-need animals. To learn more about all the wonderful things you helped make happen this year, please visit our website at www.HSNEGA.org and visit our blog for even more stories of pawesome rescues all because of YOU!



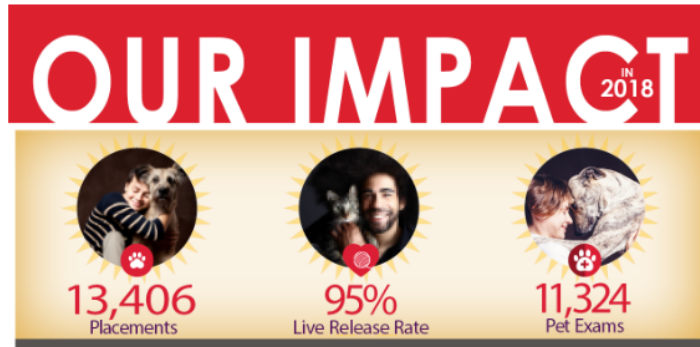
845 West Ridge Road, Gainesville, GA, 30501
HSNEGA.org | facebook.com/HSNEGA
instagram at [humanesocietynega](https://instagram.com/humanesocietynega)
twitter @HSNEGA | 770-532-6617



Donor Reporting



Impact reporting via email



Dear Friend of the Animals,

Thanks to your support, we helped more animals than ever in 2018. We continued our commitment to open admission no-kill sheltering by taking in **14,642 animals in 2018 while maintaining a 95% live release rate**. Many were lost or abandoned pets in our local community with nowhere to go if it weren't for the BVSPCA. Some came from high intake shelters where they had little chance of finding a family. Others depended on us during times of crisis, such as cruelty cases and natural disasters.

Meanwhile, our **clinic services helped family pets with 11,324 wellness appointments**; that's 39% more than last year. Mid-year we introduced our Wellness Wagon preventive care services to reach even more pet families. We also performed a **record number of spay/neuter surgeries** to further reduce pet homelessness.

While doing that important day-to-day work, we laid the building blocks to help even more animals in 2019. Our **Animal Rescue Center (ARC) in Georgetown** (aka the Rescue & Rehab Center) just officially opened, but it already bridged more than 500 animals in need in 2018 – disaster victims, homeless pets from overcrowded shelters, and dogs rescued

from Korean dog meat farms. And we're looking forward to opening our **Dover Campus** in the Spring, completing our work to establish a brick-and-mortar location in each county in Delaware.

Our donors, sponsors, partners, volunteers and staff all played a key role in our 2018 achievements and the many lives touched. But because we at the BVSPCA never rest on our accomplishments, we look forward to working together to impact even more lives in 2019.

Warmly,

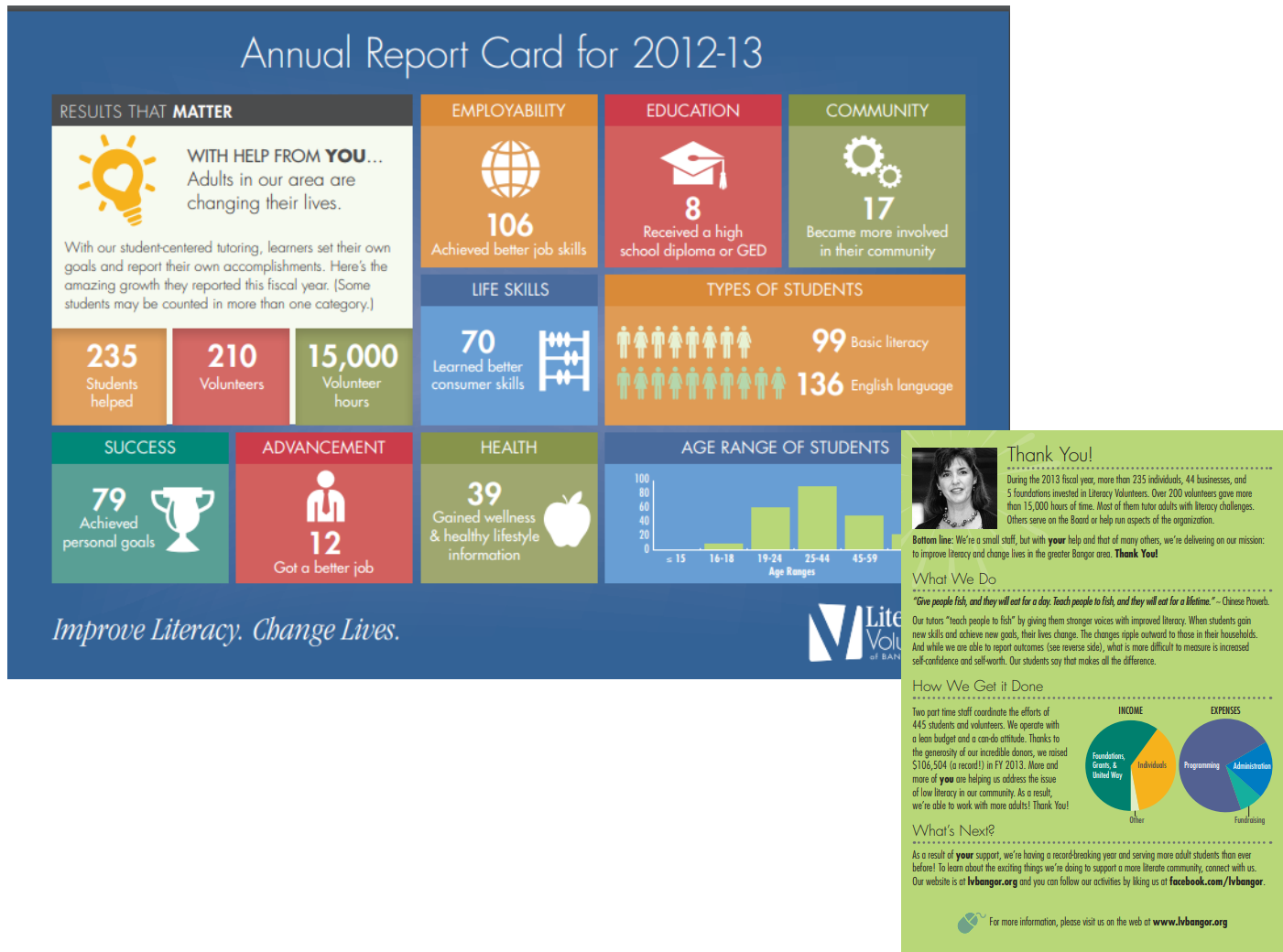
Adam Lamb
Chief Executive Officer

P.S. Follow our work in 2019 through our [Facebook](#) page, [Instagram](#) and [Twitter](#).





Impact reporting via postcard





Donor Recognition



Recognition plan by segment

Recognition Benefit ▾	Segment 1	Segment 2	Segment 3	Segment 4
Membership certificate	X	X	X	X
Personally-recorded thank you video	X	X	X	
Donor listing in publication	X	X		
Donor spotlight	X	X		
Event recognition presentation	X	X		
Name on donor wall or building	X			



Recognition examples

Donor Listing

GIFTS TO THE CAMPAIGN TO SAVE THEM ALL October 2015 – December 2016

Thank you to the groundbreakers, trailblazers and lifesavers who have realized that the collective impact of passionate individuals and organizations can be both profound and swift. We are forever grateful for your gifts to the Campaign to Save Them All and for your commitment to the simple idea that every animal's life has value and is worth saving.

MISSION LEADER

(\$2,500,000+)
Dorice DeMark Nolin
Patricia and Michael Levitt
(\$1,000,000 TO \$2,499,999)
Anonymous
Ron and Catherine Gershman
Inspired by Nature's Variety
D.J.
BOBS from Slochans
Zappos.com, Inc.

SAVE THEM ALL SOCIETY

(\$500,000 TO \$999,999)
The Blue Buffalo Company
Far Sullivan
Nina Wood

(\$100,000 TO \$499,999)

Anonymous
A private family foundation
The Burton Blackwelder Charitable
Giving Fund
William J. Coaker, Jr.
Earlene (Ellie) Douglas and
Andrew Foster
Blake Emerson
Gail Graham
Amy and Carole Lowless
David and Elizabeth Marshall
Donna Marshall
Keith Martin
Joyce I. Muestry
Patricia McGinnis
Tom, Mary and Kate McGrawdy
Helen McCullough
David O'Connor and Lora Williams
Shirley Rasmussen Trust
Susan Ryan and Brian Butts
The Shearitz family
The Shipley Foundation
Janet and John Swenson
Linda Westburn
The Winnick Family Foundation
Betsy Yastan

(\$25,000 TO \$99,999)

Anonymous (11)
The Alexander Foundation
Valerie L. Amershall
Paul and Karen Arnold
Sandra Atlas Bass
Dr. Ruby R. Benjamin
Ceri Blaney and John Sun and Isabel
Bei Jo Blaney Sun
Cassidy
Chester for Charity
Cathleen Clark
ColourPop Cosmetics, LLC

Benjamin M. Cutler
Elizabeth Daway
Cynthia Dodson and David Golden
Dana Edwards
Robert and Mary Jane Engman
Leonard L. Fairnith
William Gillespie
Laurent Goodman
Google
Alyson Grasso
Nancy S. Har, in memory of
Ruth E. Silberman
Glenn A. Halden Charitable
Foundation
Terry Hall and Patricia Ryan
Hallmark Cards, Inc.
Hallmark Channel
The Hansen Heart Life, Maine,
Henry, Maggie and Frankie
Constance Harvey
Michael W. and Lisa S.
Holmstrom Fund
In memory of Robert Hoke
Stephanie Holmstrom
Betsy Hutchison
Patricia Baur Isawan
Mary Ann Karsen and
Maureen Munter
Jill Patricia King
Beverly Kitzman
John and Elizabeth Kostak
Cheryl and Bill Lafferty
Mr. and Mrs. Arthur C. Latho Jr.
Lan and Jeannette Last
Kim and Dwight Lowell
John E. McLaughlin
John and Megan Madica
Microsoft
MNI USA
Catherine Noel
Lori and Bruce Page
Pathwell, Inc.
Joann Randall
Jim and Chrissy Robbison
Phyllis and Charles Rosenblatt
RuffWag, Inc.
The Semowit Foundation
Select Equity Group
Foundation, Inc.
David Salig and Molly Ballantine
Janice and Rick Silver
Rochelle and Mal Spelman
Katharine Douglas Martin
Cynthia Martin
Nancy J. Taylor
Therese Fournier For
Ludhans Foundation
Too Faced Cosmetics
Katherine Van Hagen

FOUNDERS' CIRCLE

(\$10,000 TO \$24,999)
Anonymous (15)
Guthrie Allen
Annex Foundation, Inc.
David and Kelly Backus
Bath and Don Ballard
McKay and Peter Bickford
A.J. Bochoire and Phoebe Washburn
Lisa Carter
Karen and Greg Chase
Gail and John Couture
Sharon and Robert Crump
Ron and Ellen Dolzner
Valerie Dier
Disney VoluntEARS
Jennifer and Doug Drake
Sam and Rebecca Eden
Robert and Judith Essington
Robert and Margaret Fagnano
Maria Falcik and Max Baumann
Thomas and Linda Finocchio
Cynthia Fischer
Hennrich Fishman
B. Noelle Floren
Robin and Bob Fox
Coryl and Barry Frank
The Fraternal Family Foundation
Barbara French
Francesa Frost-Nickelinger Foundation
Dorine and Barthold Frowein
Falcia and Chuck Gervais
The Gratz Family
Kay Goodwin
Wendy and David Greenley
Shelly and Eda Guadotti
H.J. Hahn Company
The Hunter Ward Foundation
Joy and Dave Inverso
Johnson & Johnson Family
of Companies
Steven and Jill Kadish
Joan Kall
Lisa and Jeffrey Keasler
David and Susan Landow
Michael Lathier and Meliora Garcia
Prof. Kaito Lindemann
Carol and Mike Loudenslager
Mary Ann Mahoney
Katharine Douglas Martin
Cynthia Martin
Lauree and Carole Mc Grath
Mirinda and Curtis McMill
Susan D. Miller
Dr. Judith A. Mills
More Than A Cone

The Mountain Corporation
Mr. and Mrs. Thomas M. Nichols
Ella Nilsson-Carin
Marianne O'Donerty
Overstock.com
The Parker Foundation
Gay Parkhill
Mary Peltro
The Milard & Ellen Prutky Trust
Joan Rallo
Philip S. Radin
The Ray Rano Family Foundation
Mr. and Mrs. Mark Rayner
Neil Robinson
Blanca Ryan Lopez
Brad and Stacey Scholz
Ken and Gerald Schultz Foundation
Cheri and Noreen Shanker
Glenn Shinn
Barbara Siffia
Patricia Snyder and Michael Frank
Nancy, Phil and Maegen Sommer
Kathryn Splinter
Toddie and Larry Stewart
Susan Suh and Marina Viala
Target Corporation
Lucy Taylor
Susan and Allen Turk
Martha Baker Van Riddle Fund
Wilsey Foundation
Marion Wolfe

A SPECIAL THANK-YOU TO OUR FOUNDATION PARTNERS

Action Family Fund
Bear Bottom Candles
BISSELL Pet Foundation
California Community Foundation
Cross Charitable Foundation Inc.
Dana Wilson Foundation
Edith J. Goodie Residency Trust
Englighted Family Foundation
George S. and Deborah Dore
Eckles Foundation
Giant Ships Foundation
Kaelen and Simon Hawsorth
Karen Klein and Linda Hunt
Maddie's Fund
Michael A. O'Brien Foundation
PetSmart Charities®
Reichardt Ray™ Nutrish®
Reichardt Ray™ Nutrish®
S.L. Gimbal Foundation
San Antonio Area Foundation
Smith Trust Foundation
The Eugene & Marlene Johnson
Charitable Foundation, Inc.
The George F. & Helen M.
Hirschmann Foundation
The Kenneth T. And Ellen L. Norris
Foundation
The Mrs. Cheever Porter Foundation
The Spurling Foundation
The Walker Foundation
The Walker Foundation Inc.
Urban Office Of Tourism
Wendy P. McGraw Foundation
Willard L. and Ruth P.
Eckles Foundation

Event Presentation



Donor Wall





**In Summary:
It's all about #donorlove**



Stewardship is all about #donorlove

1. Your donors are heroes
2. You share amazing and inspiring stories
3. You connect to your donor's values and emotions
4. #donorlove is a courtship. A romance. How you make your donor fall – and STAY – in love with you?
5. You ask for one thing. And only one thing.
6. Who – or what – is the right voice for your story?
7. Donor love is all the small things, all the time.
8. You say “thanks” with passion

#donorlove 