



Year-End Giving  
Happened.  
Now What?

**Best Friends<sup>®</sup>**  
SAVE THEM ALL

A Bengal cat with a distinctive black and tan spotted coat is captured mid-air, leaping through a doorway. Its front paws are extended forward, and its back legs are kicked back, demonstrating a powerful jump. The background shows a dark room beyond the doorway.

# Jump for Joy!

---

We all survived  
year-end  
fundraising!



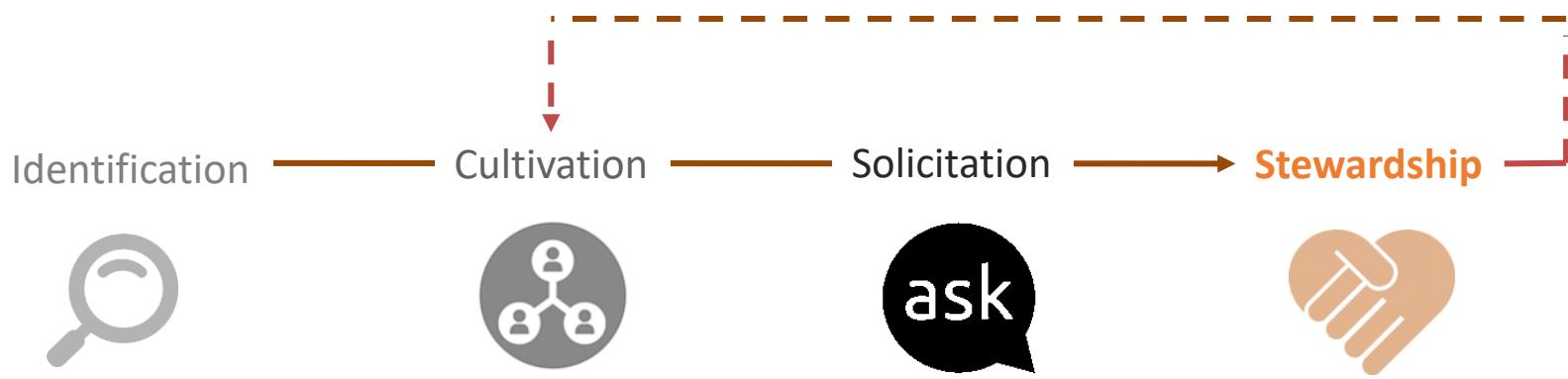
# Now the work really begins

A soft-focus photograph of a small, brown and tan dog, possibly a Chihuahua mix, sitting and looking slightly to the left. The dog is positioned in the center of the slide, serving as a background for the text.

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



# The donor lifecycle





# Results of a good stewardship program

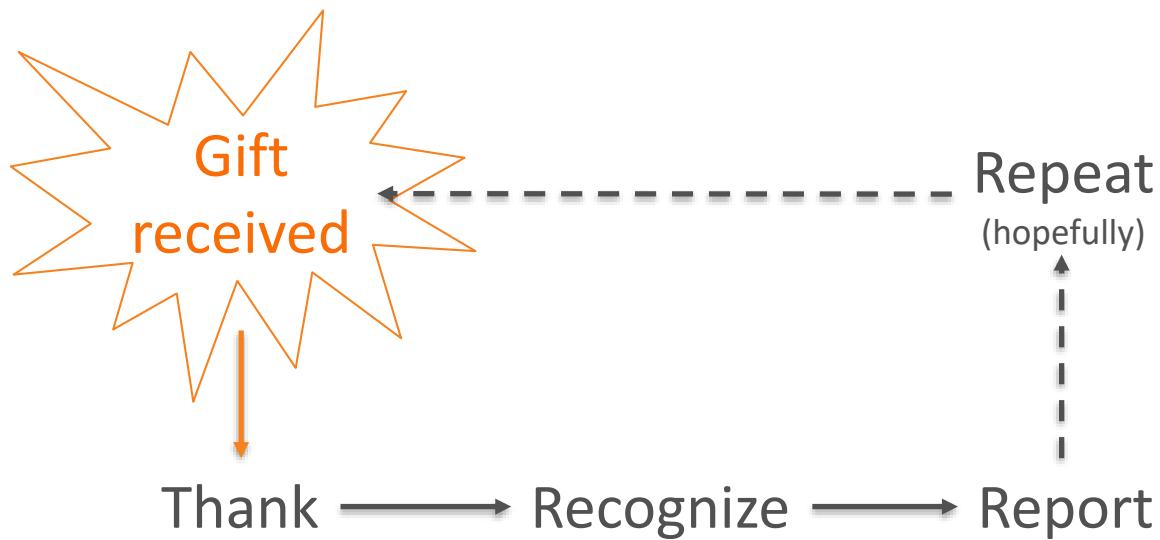
Donors:

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



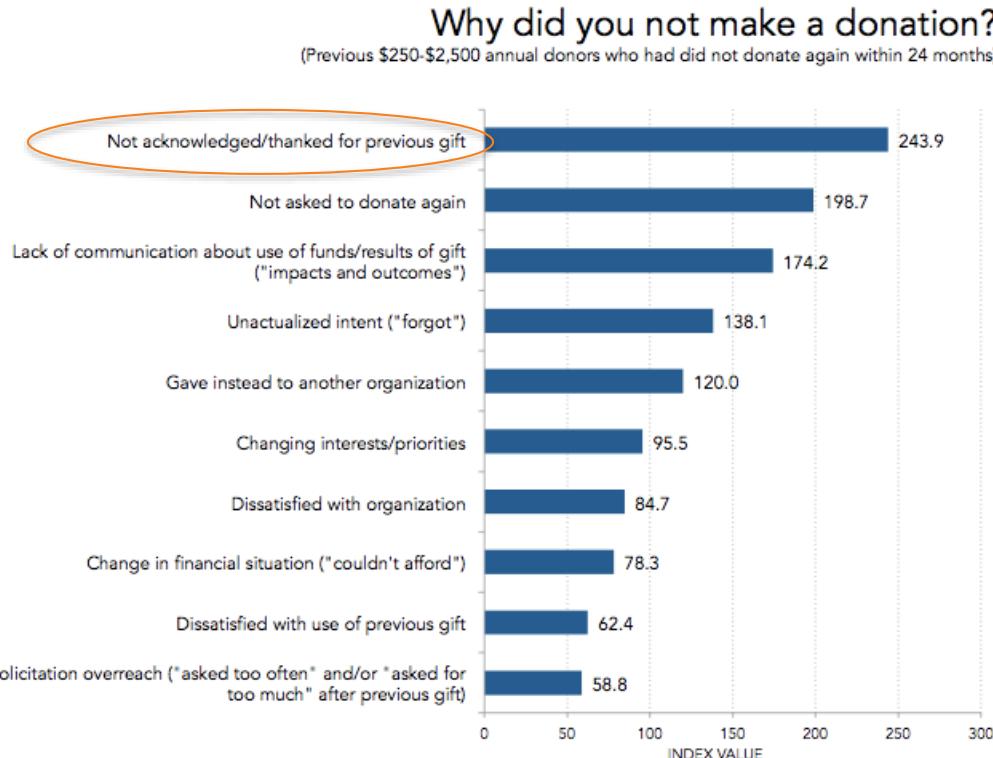


# Thanking Donors





# Thanking donors is key!



impacts

1

Many donors stop giving because they feel ignored or unappreciated.

## 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**

### 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]

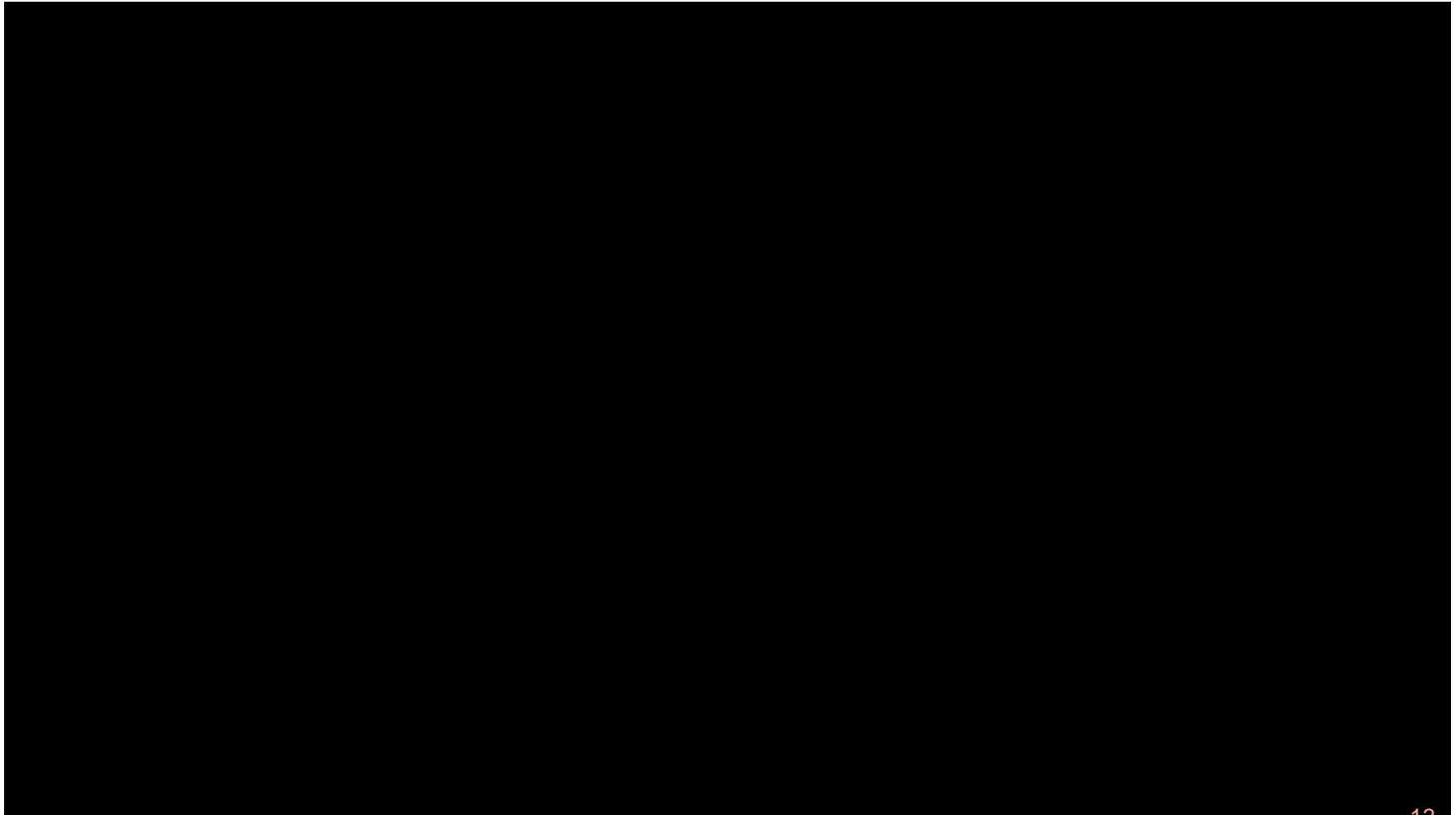
[Title]



[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](http://www.HSNEGA.org) and visit our blog for even more stories of pawesome rescues all because of YOU!



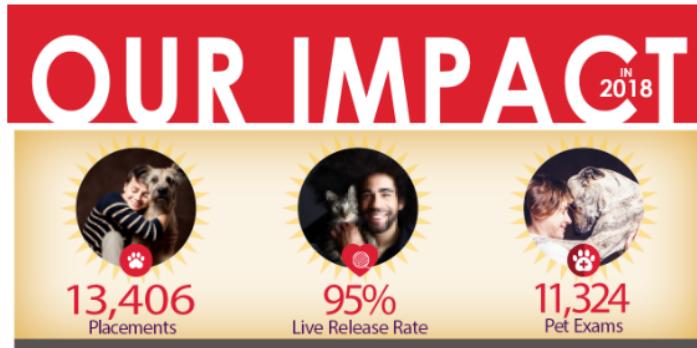
845 West Ridge Road, Gainesville, GA, 30501  
[HSNEGA.org](http://HSNEGA.org) | [facebook.com/HSNEGA](https://facebook.com/HSNEGA)  
instagram at [humanesocietynega](https://humanesocietynega)  
twitter @HSNEGA | 770-532-6617



## 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

## Annual Report Card for 2012-13

### RESULTS THAT MATTER

WITH HELP FROM **YOU**...  
Adults in our area are  
changing their lives.

With our student-centered tutoring, learners set their own goals and report their own accomplishments. Here's the amazing growth they reported this fiscal year. (Some students may be counted in more than one category.)

**235**

Students  
helped

**210**

Volunteers

**15,000**

Volunteer  
hours

**106**  
Achieved better job skills

**8**  
Received a high  
school diploma or GED

**17**  
Became more involved  
in their community

### LIFE SKILLS

**70**  
Learned better  
consumer skills

### TYPES OF STUDENTS

**99** Basic literacy  
**136** English language

### SUCCESS

**79**  
Achieved  
personal goals

### ADVANCEMENT

**12**  
Got a better job

### HEALTH

**39**  
Gained wellness  
& healthy lifestyle  
information

### AGE RANGE OF STUDENTS

Age Range	Count
<15	~10
16-18	~15
19-24	~55
25-34	~85
45-59	~40

### Thank You!

During the 2012 fiscal year, more than 235 individuals, 44 businesses, and 5 foundations invested in Literacy Volunteers. Over 200 volunteers gave more than 15,000 hours of time. Most of them tutor adults with literacy challenges. Others serve on the Board or help run aspects of the organization.

Bottom line: We're a small staff, but with **your** help and that of many others, we're delivering on our mission: to improve literacy and change lives in the greater Bangor area. **Thank You!**

### What We Do

"Give people fish, and they will eat for a day. Teach people to fish, and they will eat for a lifetime." - Chinese Proverb.  
Our tutors "teach people to fish" by giving them stronger voices with improved literacy. When students gain new skills and achieve new goals, their lives change. The changes ripple outward to those in their households. And while we are able to report outcomes (see reverse side), what is more difficult to measure is increased self-confidence and self-worth. Our students say that makes all the difference.

### How We Get it Done

Two part-time staff coordinate the efforts of 445 students and volunteers. We operate with a lean budget and a can-do attitude. Thanks to the generosity of our incredible donors, we raised \$106,504 (a record!) in FY 2013. More and more of **you** are helping us address the issue of low literacy in our community. As a result, we're able to work with more adults! Thank You!

### What's Next?

As a result of **your** support, we're having a record-breaking year and serving more adult students than ever before! To learn about the exciting things we're doing to support a more literate community, connect with us. Our website is at [lvbangor.org](http://lvbangor.org) and you can follow our activities by liking us on [facebook.com/lvbangor](https://facebook.com/lvbangor).

Category	Percentage
Programming	~45%
Administration	~25%
Fundraising	~15%
Individuals	~10%
Other	~5%

For more information, please visit us on the web at [www.lvbangor.org](http://www.lvbangor.org)

**Literacy  
Volunteers  
of BANGOR**  
200 Hogan Road, Bangor, ME 04401  
[www.lvbangor.org](http://www.lvbangor.org) • (207) 947-8451

PRESORT  
FIRSTCLASS  
U.S. POSTAGE  
PAID  
Bangor, ME  
PERMIT NO. XXXX

Improve Literacy. Change Lives.

17



## 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+**

Darcie Denker-Nicklin  
Patricia and Michael Levitt  
**\$1,000,000 TO \$2,499,999**

Anonymous

Ron and Catherine Gorshman

Instinct by Nature's Variety

DJ

DOIS from Shearhounds

Zappos.com, Inc.

**SAVE THEM ALL SOCIETY**

**\$500,000 TO \$99,999**

The Blue Buffalo Company

Fair Suthorin

Nina Wood

**\$100,000 TO \$499,999**

Anonymous

A private family foundation

The Burton Blackwelder Charitable

Giving Fund

William J. Cosler, Jr.

Earlene [Ed] Douglas and

Andrew L. Douglas

Beths Emerson

Cal Grahame

Jerry and Carole Loveless

David and Elizabeth Marshall

Donna Merrill

Kathy Martin

Joyce L. Mastny

Patricia McGinnis

Tom, Mary and Kara Mogrady

Douglas and Linda Williams

Sherry Rasmussen Trust

Susan Flynn and Brian Butts

The Shorztes family

The Shupley Foundation

Janet and Steve Swenson

Linda Washburn

The Wrinick Family Foundation

Betsy Yostin

**\$25,000 TO \$9,999**

Anonymous (11)

The Alexander Foundation

Valerie L. Amorillo

Paul and Linda Amudi

Barbara Arlen-Davis

Dr. Ruby R. Barringer

Carol Blaney and John Sun and Isobel

Bla-Ja Blaney Sun

Cause4

Cheer for Charity

Catheen Clark

ColourPop Cosmetics, LLC

Benjamin M. Cutler  
Elizabeth Dowdy  
Cynthia Dodson and David Goldin  
Dana E. Fife  
Robert and Mary-Jane Engman  
Leonard L. Fairforth  
William Gillespie  
Leonard Goodman  
George H.  
Alyson Gross  
Nancy S. Hitz, in memory of  
Ruth E. Sikorsky  
Gerry A. Holden Chantebelle  
Founders

Tony Hall and Patricia Ryan  
Hallmark Cards, Inc.  
Hallmark Channel  
The Heartland Hotel, Mexia,  
Texas  
Maggy and Franklin  
Constance Harvey  
Michael W. and Les S.  
Hoffmann Fund  
In memory of Robert Hoke  
Stephen Holman  
Baby Hutchison  
Parry Baur Iwatan  
Parry Ann Keenan and  
Matthew Keenan  
Jill Peacock King  
Beverly Kitzman  
John and Elizabeth Kostuk  
Chery and Bill Lafferty  
Mike and Linda Latino Jr.  
Lou and Jeannette Loer  
Kim and Dwight Lowell  
John E. McAuliffe  
John and Megan Modica  
Microsoft  
MINI USA  
Shelly and Ed Guidotti  
H.J. Heinz Company  
The Human Society Foundation  
Joy and Dava Inverso  
Johnson & Johnson Family of  
Companies  
Jim and Christy Polson  
Phyllis and Charles Rosenthal  
Ruffwear, Inc.  
The Saltbox Foundation  
Selected Equity Group  
Foundation, Inc.  
David Selig and Molly Ballantine  
James and Rick Silver  
Rochelle and Alan Spelman  
The Sprucefield Foundation  
mWheat Scoop  
Nancy J. Taylor  
Thirteen Entertainment  
Lufthansa Foundation  
Too Faced Cosmetics  
Dr. Judith A. Mills  
More Than A Cone

Kathy and Bob Voss  
Warner Bros Entertainment Inc.  
**FOUNDERS' CIRCLE**  
**\$10,000 TO \$24,999**

Anonymous (16)  
Gretchen Alter  
Annox Foundation, Inc.  
David and Kelly Backes  
Beth and Don Ballerini  
Peter and Peter Blodgett  
A.J. Boocino and Phoebe Washburn  
Lisa Center  
Karen and Greg Chase  
Gail and John Couture  
John and Robert Crump  
Ron and Ellen Deakener  
Velma Dier  
Disney VolunteerARS  
Jennifer and Doug Della  
Samantha and Richard Edde  
Robert and Judith Esztergom  
Marla Felcher and Max Baumron  
Cynthia Fischer  
Helen Flanagan  
B. Nellie Flanagan  
Robin and Bob Fox  
Caryl and Barry Frank  
The Franklin Family Foundation  
Derek Franklin  
Frances Frost-Nofziger Foundation  
John and Barbara Frowan  
Felicia and Barthold Frowan  
John and Chuck Gavine  
The Gau Family  
Mike Gaudette  
Wendy and David Grayday  
Shelly and Ed Guidotti  
H.J. Heinz Company  
The Human Society Foundation  
Joy and Dava Inverso  
Johnson & Johnson Family of  
Companies  
Steven and Jill Kadish  
John and Linda Kallman  
Lisa and Jeffery Kassar  
David and Susan Landow  
Michael Latner and Maricruz Garcia  
Prof. Kathie Indemirski  
Robert and Linda Lounsbrough  
Mary Ann Mahoney  
Katherine Douglas Marisal  
Cynthia Martin  
Lauren and Gerrie McGrath  
Mark and Curtis McFie  
Susan D. Mills  
Dr. Judith A. Mills  
More Than A Cone

The Mountain Corporation  
Mr. and Mrs. Thomas M. Nichols  
Elisa Nitkin-Carney  
Merriam O'Doherty  
Overstock.com  
The Parker Foundation  
Guy Parkhill  
Mark Petreto  
The Miller & Lillian Prosky Trust  
Joan Reffe  
Philip E. Raskin  
The Guy Riano Family Foundation  
Mr. and Mrs. Mark Raynor  
Neil Roberts  
Eleanor Ryan-Loper  
Brad and Stacye Schultz  
Ken and Carol Schultz Foundation  
Chair and Naren Shenkar  
Gloria Shew  
Barbara Sibley  
Patricia Snyder and Michael Frank  
Nancy, Phil and Maegen Sonnen  
Kathryn Spinlar  
Toddle and Lany Stewart  
Susan Suhr and Marine Viles  
Target Corporation  
Lucy Taylor  
Susan and Alan Tuck  
Martha Riddle and Winnie Fiddio  
Wiley Foundation

Mason Wolfe  
Robber and Margaret Agoston  
Maria Felcher and Max Baumron  
Cynthia Fischer  
Helen Flanagan  
B. Nellie Flanagan  
Robin and Bob Fox  
Caryl and Barry Frank  
The Franklin Family Foundation  
Derek Franklin  
Frances Frost-Nofziger Foundation  
John and Barbara Frowan  
Felicia and Barthold Frowan  
John and Chuck Gavine  
The Gau Family  
Mike Gaudette  
Wendy and David Grayday  
Shelly and Ed Guidotti  
H.J. Heinz Company  
The Human Society Foundation  
Joy and Dava Inverso  
Johnson & Johnson Family of  
Companies  
Steven and Jill Kadish  
John and Linda Kallman  
Lisa and Jeffery Kassar  
David and Susan Landow  
Michael Latner and Maricruz Garcia  
Prof. Kathie Indemirski  
Robert and Linda Lounsbrough  
Mary Ann Mahoney  
Katherine Douglas Marisal  
Cynthia Martin  
Lauren and Gerrie McGrath  
Mark and Curtis McFie  
Susan D. Mills  
Dr. Judith A. Mills  
More Than A Cone

## 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 