



Stewardship in a new age: retaining mid-level donors

This session is geared to the advanced fundraising professional

What happens *after* you receive the donor's gift? Saying thank-you is a given (right?), but the steps you take to express genuine appreciation and report back on the impact of a gift are worth more than you might think. Your stewardship strategies directly impact donor retention and future fundraising success. This is true for all donors, not just high value donors. And with proper stewardship, today's mid-level donors become tomorrow's major donors. Do you have an intentional plan for outreach to your mid-level donors? Are you leveraging the multiple channels available today to let your donors know just how much their generosity matters when it comes to making a meaningful difference in the lives of others?

By the end of this session, participants will:

- Understand the value of investing in donor affirmation and stewardship.
- Be prepared to execute effective stewardship strategies for mid-level donors.
- Be ready to apply best practices in integrating multiple communication channels.
- Understand how to measure and report on the success of stewardship efforts.



Moderator:

Judy Lindsey, CFRE, Executive Director, Methodist Hospitals Foundation

Panelists:

Betsey Harman, Director, Donor Cultivation, Feeding America

Paula Starkey, Director of Development, DePaul University

Catherine Winge, Principal and Executive Vice President, Aria Communications