Why Stewardship Matters

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THANK YOU.
Presentation Overview & Objectives

• Define “Stewardship” and why it matters.
• Share examples of how Advancement (Ohio State) stewards both donors and volunteers.
• Identify stewardship opportunities, and tools, within the context of your alumni group.
• Discuss in small groups your takeaways.
• Wrap-up with questions and idea sharing.
Stewardship

Stewardship is the comprehensive effort to ensure donors and members experience high-quality interactions with your organization/Ohio State that reinforce the impact of their generosity and foster longer-term engagement and ongoing investment.

Guiding Principals

• Make the big small
• Create Joy!
• Show impact

Source: Ohio State Stewardship Matters
Make the BIG small

• Authentic and meaningful donor recognition
• Connect members and donors with each other based on careers or personal interests
• Develop and manage a budget for stewardship opportunities
• Utilize tools to demonstrate thoughtfulness (i.e., the Makio/Lantern archives)
• Contact Leslie Smith or Heidi Glanzman about doing an annual mailing to your donors
Create Joy!

- Events
- One-on-One Connections
- Special Communications or Social Media Posts
- Donor Recognition
- Illustrate benefits of giving (no guilt or pressure!)
- Build Relationships
- Connect donors to the impact of their giving
Show Impact

- Scholarship Recipient Letters, Videos and Events
- Communication about organization finances (transparency is key)
- Gather and tell stories
- Utilize holidays and university events to generate timely communications
- Provide information and context on topics such as: Ohio State tuition costs, how your organization is funded, and ultimately how donor support makes a difference
- Consider finding a board member(s) interested in putting together and/or taking videos, photos and quotes for communication (always get consent)
Small Group Discussion

Make the Big Small
How does your alumni group create meaningful touchpoints for loyal members and donors?

Create Joy!
What are some examples where your group has created joyful experiences for someone who has impacted your organization?

Show Impact
When did you last illustrate the impact of a donor’s gift or volunteer’s time, and what did that impact look like?
Final Takeaways

• Stewardship is the right thing to do and helps to bring in further support for your organization.
• Go beyond the “transaction” and celebrate the generosity of your members.
• Use tools and resources at the alumni association to make the big small, create joy and show impact.
“People will forget what you said. People will forget what you did. But people will never forget how you made them feel.”

- Maya Angelou