



THE OHIO STATE UNIVERSITY

**Attitude of Gratitude:
Building Valuable Relationships
with Your Members**



Jade Lac

Engagement Officer

The Ohio State University College of Arts and Sciences

Colleen Pelasky

Director of Alumni and Constituent Engagement

The Ohio State University College of Nursing

Aimee Riesenber

Assistant Director, Recognition and Advancement Services

The Ohio State University Wexner Medical Center



Presentation Goals:

- Learn how stewardship strategy can help your organization recruit new and retain current members
- Improve record keeping
- Enhance your current event programming

Attitude
— OF —
Gratitude



**Think about the
last time you
were thanked . . .**



Stewardship





Consider . . .

- Why did you join your club/society?
- What is the mission of your club/society?
- How do you want members to feel?



Definition

Stewardship activities ensure that the people who support your club or society **feel valued, respected, engaged and understood.**

Effective stewardship **builds trust, fosters long-term engagement and inspires continued support** for your organization and the university.



Why it's important?

- Retain current members
- Attract new members
- Increase engagement and volunteer service
- Elevate comradery





Importance of Record Keeping





Data, data, data!

Data to track:

- Current members
- New members
- Members celebrating milestone years
- Event attendance
- Volunteers





Examples





New Members

- **Welcome message**
 - Personalized email
 - Recognize new members on newsletter
 - Hand-written note
 - Small gift
- **Event**
 - Recognize new members at existing events
 - Networking event for new members



Current Members

- Milestone recognition
 - Special message from club or society leadership
 - Feature in newsletter
 - Recognition at event
 - Create a special award
 - Celebratory gift
 - VIP access / special perks





Volunteers

- Thank volunteers for providing their time, talent and treasure
 - Celebrate their accomplishments
 - Ask their feedback and incorporate their insights
 - Create or nominate for a special award
 - Feature volunteers on newsletters or social media
 - Set aside time to take hard working volunteers for a thank you coffee/lunch
- Nominate for your longtime volunteers for the Ralph Davenport Mershon Alumni Award



Where to start:

- 1. Say “Thank You!”**
- 2. Check and update your records**
- 3. Develop your own stewardship strategy**



Questions?





thank you

Jade Lac lac.1@osu.edu

Colleen Pelasky pelasky.3@osu.edu

Aimee Riesenber aimee.Riesenber@osumc.edu