

Thank you and you're great!

Acknowledgment and recognition in stewardship

good manners. . . ?

To be assured their gifts will be used for the purposes for which they were given

To receive appropriate acknowledgment and recognition

give regularly
give to the priorities
give in usable ways
give to capacity
feel recognized
agree to participate
spread the message
bring others along

Move donors to their highest level of philanthropy

...good business?

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and recognition

Thank you.

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ACKNOWLEDGMENT: perhaps the single most
important thing you can do to engage a donor

Certifies donor's investment

Creates the philanthropic contract

...good business?

Acknowledgment and recognition in stewardship

Who writes the letter?

WHO SIGNS THE LETTER?

Should the dean write too?

How many letters are enough?

give regularly
give to the priorities
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RECEIPTING AND ACKNOWLEDGING GIFTS

Timely

Accurate

Appreciative

...good business?

Acknowledgment and recognition in stewardship

*Important
stewardship
responsibility*

give regularly
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RECEIPTING AND ACKNOWLEDGMENT

Manage close to the source

Verify factual information

Production management

...good business?

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CORRESPONDENCE

Focused on individuals and groups

Endorses current behavior

Promotes new directions of philanthropy

...good business?

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CORRESPONDENCE

Cross-references donor outcomes

An underused, but powerful stewardship activity

Introduces other opportunities

Leads to further communication

...good business?

Acknowledgment and recognition in stewardship

Standard language
Well written
Grammatically correct
Salutations by policy

A receipt. . .

Dear Julia,

Thank you for your contribution of \$75.00 to the Appalachian Mountain Club on June 21, 2004, to the 2004 Trails Fund.

Your generous gift this year provides the funding necessary to support our professional and volunteer trail crews throughout the region. This year, AMC crews are working on trails from the Delaware Water Gap to northern Maine, clearing brush and water bars, building rock steps, and replacing worn and missing trail signs.

Your support of the Trails Fund supports the purchase of the tools and equipment our crews need for the stewardship of our trails.

Thank you!

Andrew J. Fallendar, Executive Director

The Appalachian Mountain Club did not provide any goods or services in consideration of this contribution.

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Grammatically correct
Salutations by policy

Dear Mary Ann and Jo,

On behalf of the Upper Valley Community Foundation, I am writing to thank you for your generous contribution of \$500 to the Whipple Hill Fund. Your gift was received on October 15, 2004.

We are committed to improving the quality of life in New Hampshire and in the communities in Maine and Vermont served by the Charitable Foundation and its regional divisions through philanthropy, community and leadership. We are honored that you have chosen the Foundation as your partner in charitable giving. Your generosity will make a difference to countless individuals and will leave a legacy for generations to come.

A receipt. . .

This letter serves as your formal acknowledgment for tax purposes, and Federal tax law requires that you maintain this receipt to substantiate your charitable deduction. No goods or services were provided by the Foundation in return for your contribution. We encourage you to consult with your tax advisor regarding the deductibility of this gift.

If you have any questions about your gift, please contact me at 603-225-6641.

Sincerely,

Jessica L. K. Baker, Accountant

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Salutations by policy

Correspondence. . .

Dear Sybil and Harry,

Ben just called to tell me of your wonderful gift to support our scholarship program. I'm so pleased that you've made this decision—scholarships make a huge difference in our ability to attract and keep some of the most interesting students I've ever had the pleasure to meet. Thank you for being a part of our very important work here.

I'm headed out to see how things are going with the new wing of the library—where many of those students you'll be supporting are going to spend appreciable amounts of time!

Do think about a visit to campus. I would appreciate having the chance to thank you in person. And there is so much to see here these days.

With warmest regards,

Charlene

Acknowledgment and recognition in stewardship

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Correspondence. . .

Dear Martin,

Thank you for making a gift to your fifth reunion fund. I understand that your class has decided to allocate the total raised to current-use, unrestricted expenditures of the college. Thank you for your trust in us—I assure you that we will expend the fund wisely.

I expect that this year, in addition to supporting general operations of the college, we will use unrestricted funds for scholarships and for several special initiatives on campus. The library has received some funds to open a multimedia lab for faculty and students to extend the use of technology in the classroom. We've also allocated funds this year for building upkeep and much-needed maintenance.

I look forward to seeing you on campus for your reunion. Throughout the year, I'll keep you informed as well on other projects we are developing.

Sincerely,

Charlene Madison

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Salutations by policy

Correspondence. . .

Dear Mrs. Bilbao,

I'm looking at the marvelous gift of silver flatware that you made to the museum last month. I know that you and I reviewed your collection earlier this year, and I marveled at the beauty of the pieces you offered then—I am again smiling as I view them here in the cases set aside for their display. Thank you. Your generosity to us is most appreciated.

Let's plan to have lunch next week so that I can show you our current exhibition on early American decorative arts. I'll be in touch.

Sincerely,

Jerome Fairweather

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Correspondence...
and an introduction

Dear Elizabeth and Jim,

Do you mind if I call you Elizabeth and Jim? We have not yet met, but I know that we will be fast friends when we do!

Thank you for your wonderful gift to the internship endowment fund. Having enthusiastic young people here all summer is a boon to all of us, and refreshes our commitment to science in our daily lives.

Your decision to invest in the program's future means a great deal to me personally and to generations to come who as budding activists will use the resources gifts like yours can provide.

Of course your gift qualifies you once again as a member of the Tall Tree Club, and I trust that you will join us at the next members meeting in June, when we'll hear from Daniella Thomas, who writes on forest management issues for the Italian Times.

Sincerely,

Charlene

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