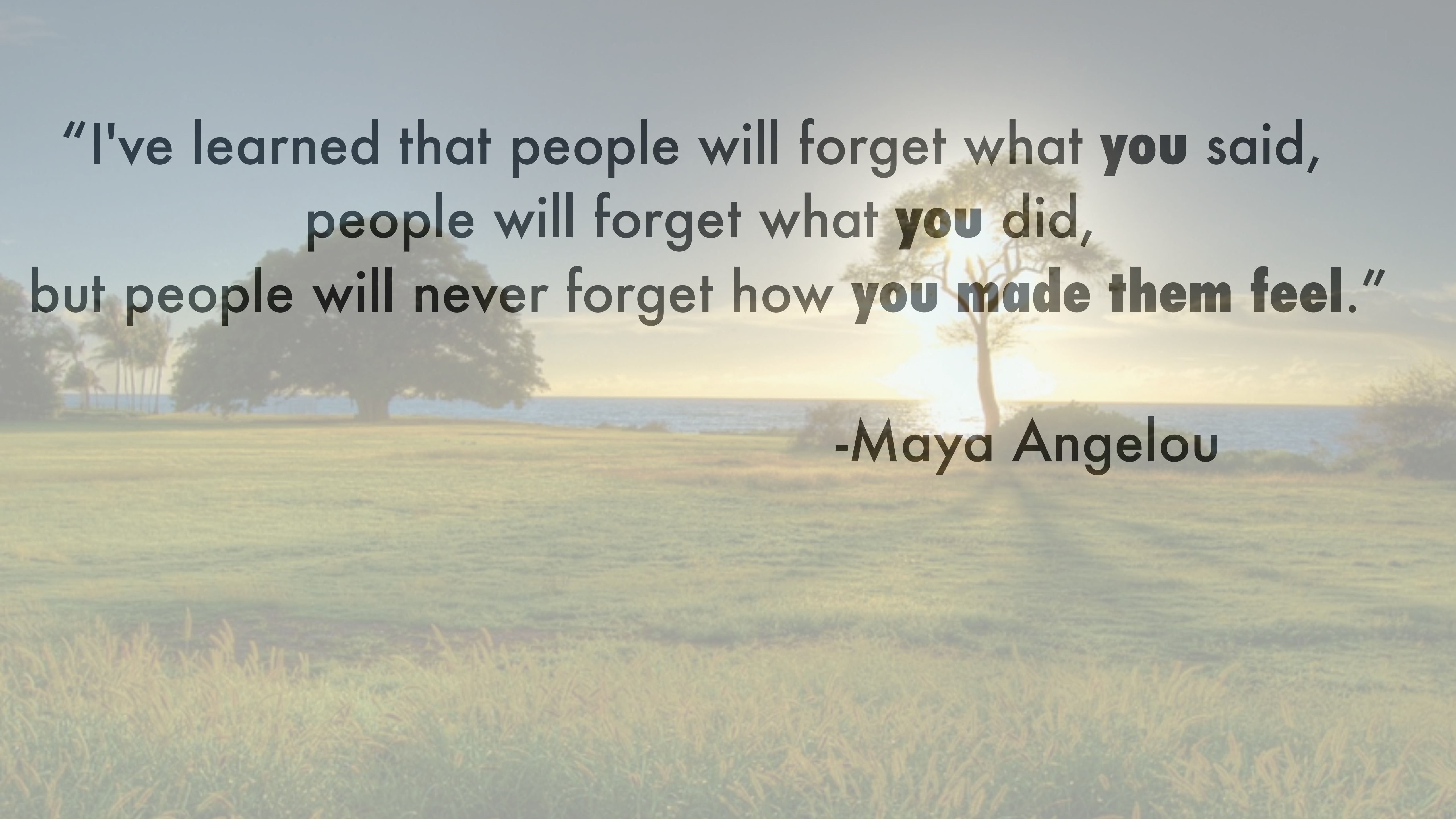


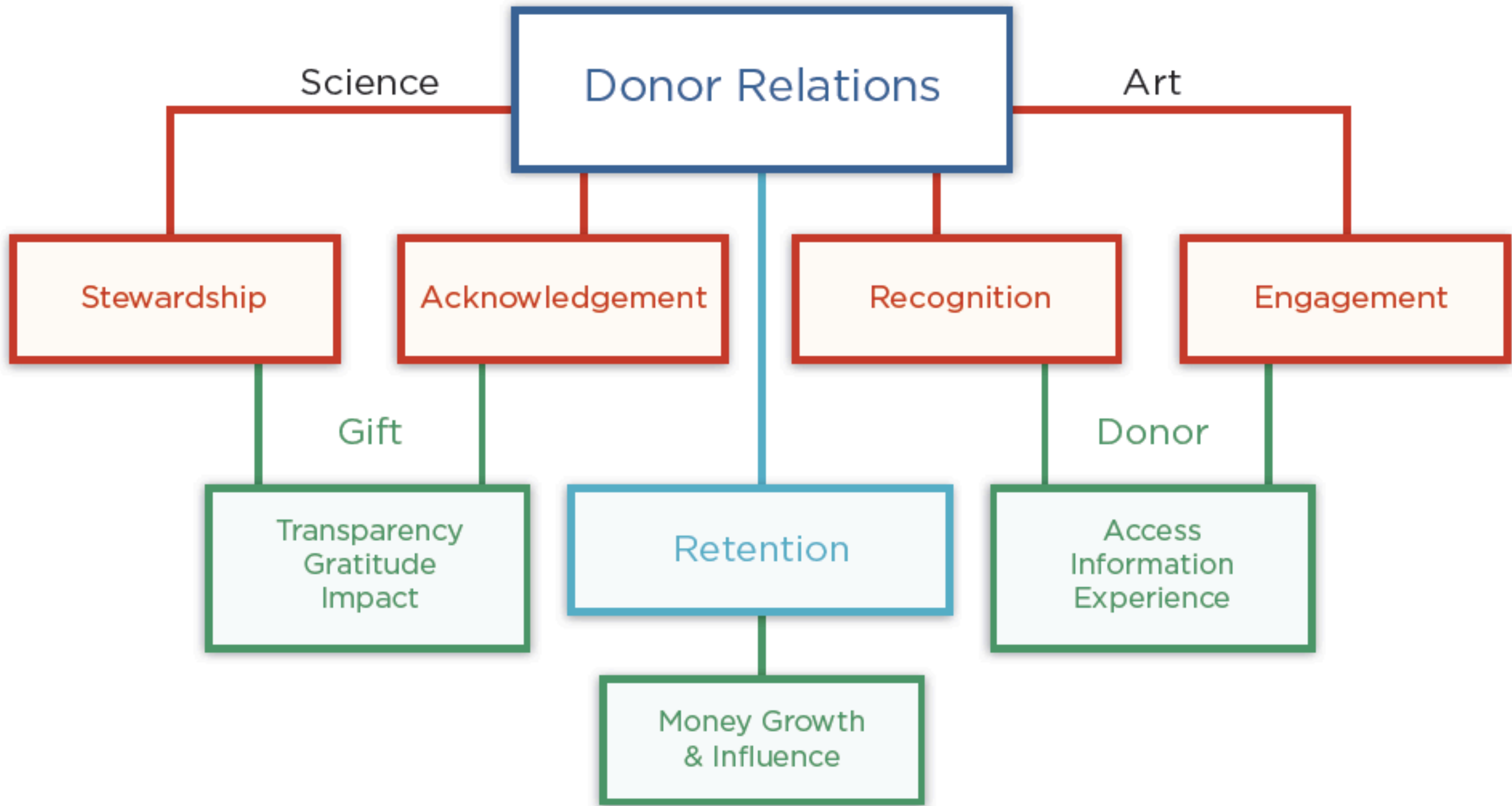
*Delivering Donor Impact: Jump-start Your Creativity*

**JAA 2016**  
**MARQUETTE**



“I've learned that people will forget what **you** said,  
people will forget what **you** did,  
but people will never forget how **you made them feel.**”

-Maya Angelou





# SUPER FUNDRAISER

CAN READ A DONOR'S MIND AND DELIVER THE GIVING EXPERIENCE THEY ACTUALLY WANT.



REGULARLY SPEAKS TO DONORS AND LISTENS TO THEIR CONCERNS.



ACTUALLY READS WHAT DONORS WRITE ON THEIR DONATION FORMS AND IN THEIR LETTERS.



CARES ABOUT THE FEELINGS OF THE DONOR AND BENEFICIARIES.



PRODUCES APPEALS AND FEEDBACK THAT EMOTIONALLY CARRY DONORS TO THE PLACES WHERE THEIR MONEY IS USED.



STRONG ENOUGH TO KEEP TO THE PATH OF DONOR LOVE NO MATTER WHAT BARRIERS NEED TO BE OVERCOME.



BY DAY, THE SUPER FUNDRAISER LOOKS LIKE ANY OTHER MILD MANNERED CHARITY EMPLOYEE, BUT BENEATH THAT EXTERIOR LIES THE SECRET OF FUNDRAISING SUCCESS - A RELENTLESS AND BURNING DESIRE TO SATISFY DONORS' NEEDS.

◀ Back to Search Results

NEWS AND ANALYSIS  
MAY 24, 2016

# More Nonprofits Ramp Up Their Donor Stewardship



DANA-FARBER CANCER INSTITUTE

Members of Dana-Farber Cancer Institute's

By Timothy Sandoval

The Dana Farber Cancer Institute had 11 full-time staff members in donor relations in 2007. It now has 28.

The Children's Hospital Colorado Foundation had no donor-relations or stewardship staff about eight years ago. It now has a team of four full-time



July/August 2016

## Show Donors They Matter

The World's Best Stewardship Ideas

Recognition strategies to make donors say, "Wow!"

### The World's BEST Stewardship Ideas

**START HERE**

Is your donor sentimental? Move 2 spaces. Or pragmatic? Move 4 spaces.

**MAKE A MEMORY BOOK**

**LET DONORS EXPERIENCE STUDENT LIFE**

Is your donor adventurous? Move forward 3 spaces. Or does he or she prefer to engage from the comfort of a computer? Move forward 4 spaces.

Did you thank donors with a form letter? Go back 2 spaces.

**CLIMB A TOWER**

**PLANETARIUM**

**CLIMB A TOWER**

**ENGAGE IN ALL FUNDS AND GAMES**

**The Right Approach for the Right Donor**

Game out new strategies for recognizing donors based on their likes

Penn State Erie, The Behrend College, honors donors with student-customized photo books that detail their contributions and illustrate their impact on the institution. The example at left chronicles the history of a local planetarium that was given new life when it relocated to the campus in 2014. The addition to the School of Science complex bears the name of the alumni family that made the move—and modern upgrades—possible.

When graduating seniors at Oakland University in Michigan give \$2016, they get to climb their campus's Elliott Tower. Local celebrity cartoonist Dennis Curry joins VIP donors of at least \$50 for breakfast, leads them on a tour, plays the tower bells for them, and lets them try a few notes as well. "The event serves two purposes: to create a unique stewardship experience for our [future] alumni donors and to explain the impact donors can have on campus," says Adrienne E. Penney, assistant director of annual giving.

For one evening, donors live the life of an Eastern Virginia Medical School student (left). They get a class schedule, attend lectures, and hear students' experiences with donor-funded programs. At the end of the night, donors graduate from the program and receive a certificate—along with an "invoice" for one year of medical school tuition, which shows donors how they can make a difference.

Did you know that a tiger can consume 88 pounds of meat in one sitting? Or that the global tiger population is only 3,900? Or that the World Wildlife Fund uses animal tracking technology and DNA collection to monitor tigers? WWF's online animal trivia games engage donors and prospective tiger, polar bear, and elephant lovers with interesting facts while educating them about WWF's preservation work (bit.ly/WWFAnimalQuiz). At the end of the quiz, a call to action prompts visitors to get involved and to brag about their quiz scores via Twitter, Facebook, and Google+.

A scenic landscape featuring a large, leafy tree on the left, a cluster of palm trees, and a sunset over the ocean. The sun is low on the horizon, casting a warm glow over the scene. The foreground is filled with tall, golden-brown grasses. The sky is a mix of blue and orange, with some clouds.

**“The greatest use of life is to  
spend it for something that will outlast it.”**

**- William James**

**Find ways to tell donors  
“This is what your dollars are  
doing.”**

*In order to retain and engage donors, it's crucial to offer regular updates and information about the ongoing impact of their gifts.*

# Engaging Donors of Endowed Chairs and Professorships at Georgetown

- Chair inaugurations
- Invitations to lectures
- Alumni College and reunion back-to-the-classroom lectures
- Using donor and chair name on faculty published works, lectures, websites
- Sending published works to donors
- Emailing donors when chair or faculty member is in the news
- Personal letters and emails from chairs and faculty members to donors



# Georgetown's annual stewardship investment report package: full of impact stories



The updated reading room gives scholars and students an opportunity to interact with rare and original works, such as a special collection of rare books by Saint Teresa of Ávila. Photo credit: Nicholas Donner for Manhattan Construction

"My parents taught me that there is no substitute for seeing, experiencing and studying original works and materials when working toward a greater understanding of the world, past and present."

## 'A Greater Understanding of the World, Past and Present'

The Booth Family Center for Special Collections

Since opening in March, the Booth Family Center for Special Collections has made a resonant impact on campus. Hundreds of researchers, including students, faculty and scholars from around the world, have visited the updated reading room. Classes in disciplines from art history to international affairs have worked with primary source materials in the new classroom.

Speaking at the dedication, Erin Booth (C'12) captured the importance of these new opportunities. "My parents taught me that there is no substitute for seeing, experiencing and studying original works and materials when working toward a greater understanding of the world, past and present."

The center also encourages collaboration beyond classroom learning: inaugural exhibitions in its galleries included a faculty-curated showcase of rare books related to Saint Teresa of Ávila, as well as an exhibition curated by a recent College graduate about popular music at Georgetown.

The opportunities presented by this new center make Georgetown an exceptional place to engage with primary source materials. "In the digital age, when many students and scholars interact with materials on screens, the experience of the Booth Family Center for Special Collections is singular: the ability to truly hold the weight of history in their hands," said Artemis Kirk, University Librarian. "The response from students and faculty has been incredibly

## Sharing the Message of Pope Francis

The Initiative on Catholic Social Thought and Public Life

Building momentum as it completes its second full year of operation, the Initiative on Catholic Social Thought and Public Life shares the message of Pope Francis and principles of Catholic social teaching as it educates and encourages new leaders to contribute to the common good.

According to Director John L. Carr, the initiative offers "a positive vision of Catholic social thought, a place to encourage new leaders to be 'salt, light and leaven' in public life and an opportunity to promote civil dialogue to advance the common good and protect the vulnerable."

"Our work is enhanced by the new urgency and priority Pope Francis has brought to Catholic social teaching in the public square," he added.

To date, the initiative has received gifts exceeding \$1.3 million for more than a dozen major "Dialogues on Catholic Social Thought." The dialogues have brought together roughly 6,500 students, scholars, policymakers, journalists, Catholic and interfaith leaders and the public for timely, lively and substantive conversations on everything from the impact of Pope Francis to the moral dimensions of poverty, politics, partisanship and humanitarian intervention.

In an effort to break the silence and stalemate on poverty, the initiative convened Catholic, evangelical and policy leaders across ideological and political lines to address both economic and family dimensions of poverty. President Barack Obama, Senators Cory Booker (D-N.J.) and Tim Scott (R-S.C.) came to Georgetown to participate in this summit. This ongoing effort is building new partnerships and urgency to address the moral imperative of overcoming poverty.

Another important part of its mission is convening young Catholic policy professionals in the nation's capital to explore connections between their faith, Catholic social teaching and their professional lives. The initiative has also organized a unique outreach to Catholic Latino young professionals in Washington.

Located in historic Maguire Hall, the initiative is part of

"Our work is enhanced by the new urgency and priority Pope Francis has brought to Catholic social teaching in the public square."



The new initiative has brought distinguished guest speakers such as President Obama and Cardinal Luis Antonio Tagle, Archbishop of Manila, Philippines.

"The Initiative on Catholic Social Thought and Public Life is deeply aligned with Georgetown's mission to invest in the creation and dissemination of knowledge—for the

# Demonstrating Impact in Annual Reports

## Sample opening statement from a chair holder's report

### 2014 – 2015 ENDOWMENT IMPACT

*The Nesuhi Ertegun Chair in Modern Turkish Studies supports the work of Professor Mustafa Aksakal. With gratitude, we provide the following report on Professor Aksakal's work.*

I am very grateful for the opportunity to share with you once again my teaching and scholarly activities during the 2014-2015 academic year.

#### **On-campus**

During the academic year 2014-2015, I spent the fall 2014 semester researching and working on my book, a history of the First World War in Turkey and the Middle East. The book is based on extensive research in archives and libraries in Turkey. In spring 2015, I taught one undergraduate course, *Society and Politics in Modern Turkey*, and one graduate seminar entitled *The Ottoman Empire and Imperialism*.

# A Sample Report to Donor of Endowed Chair

## Sample opening statement from a chair holder's report

### 2014 – 2015 ENDOWMENT IMPACT

*Professor Jeff Urbach serves as the Interdisciplinary Chair in Science in the Department of Physics at Georgetown College. With gratitude, Professor Urbach provided the following report on his activities in the 2015 fiscal year.*

In the past year, I continued the interdisciplinary research projects described in my update from last year, and initiated new projects as well. Below, I have highlighted the major accomplishments from the past year:

# A Sample Report to Donor of Endowed Chair

## Sample Closing statement from a detailed six-page report

The recognition that comes with an endowed chair specifically supporting interdisciplinary science both enables and motivates me to take a leadership role in these initiatives, and the financial support provides important flexibility, particularly for high-risk projects. I am very grateful for the generosity of the donor, and would be happy to meet with interested parties to discuss any of these items in more detail.

**Help ensure that your donors and those they honored are remembered.**

*“Life is fleeting, and permanence in this world is something we all strive for. The best way to achieve permanence is through philanthropy.”*

**- Ram Shriram**

(founding board member and one of the first investors in Google)

# Remembering donors of tangible items, and the people our donors chose to honor: Georgetown's plaque spreadsheet.

Master Plaque Spreadsheet (for map) jg1565@georgetown.edu

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

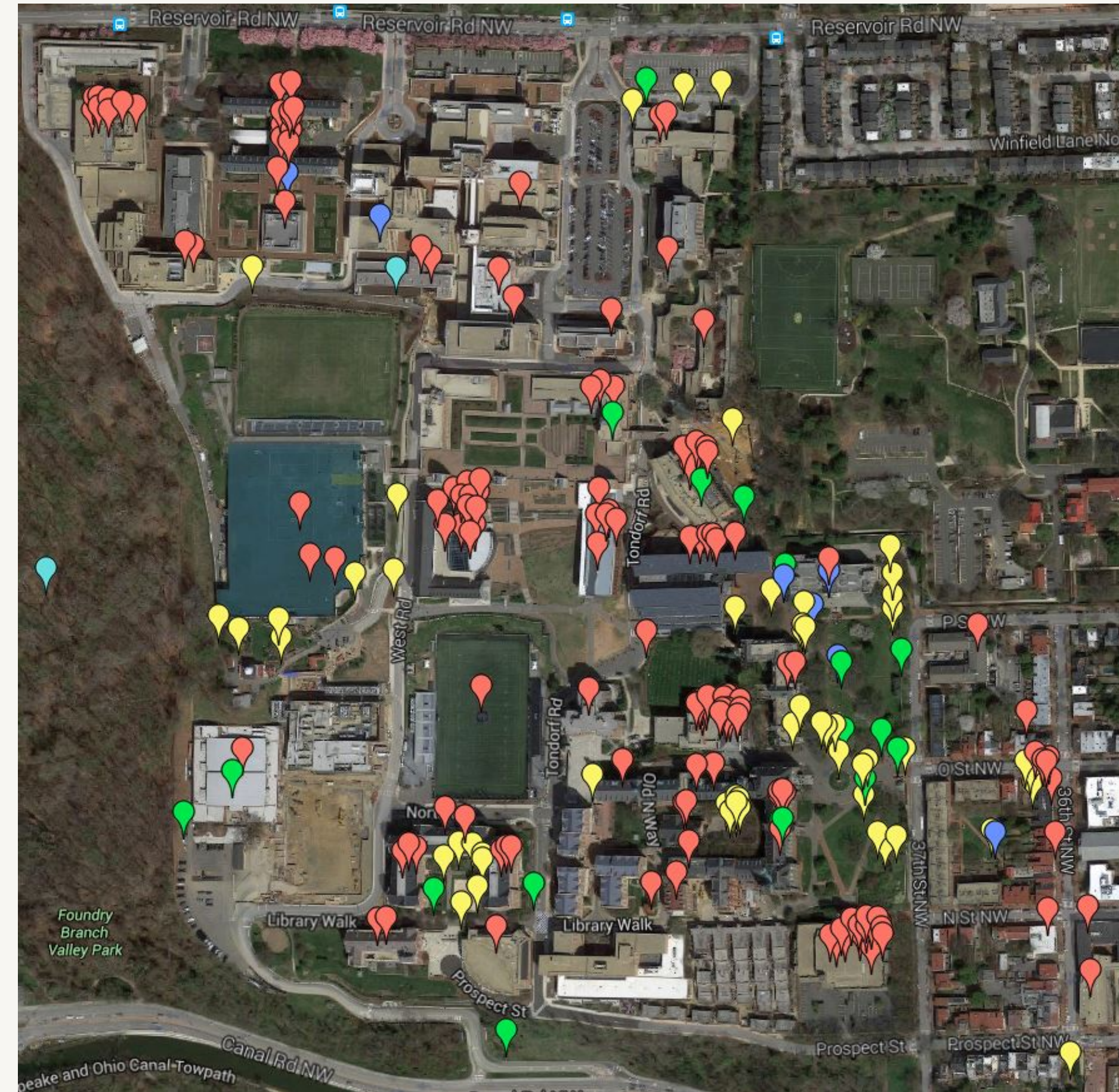
Comments Share

fx Wilhelm Schulte zur Hausen

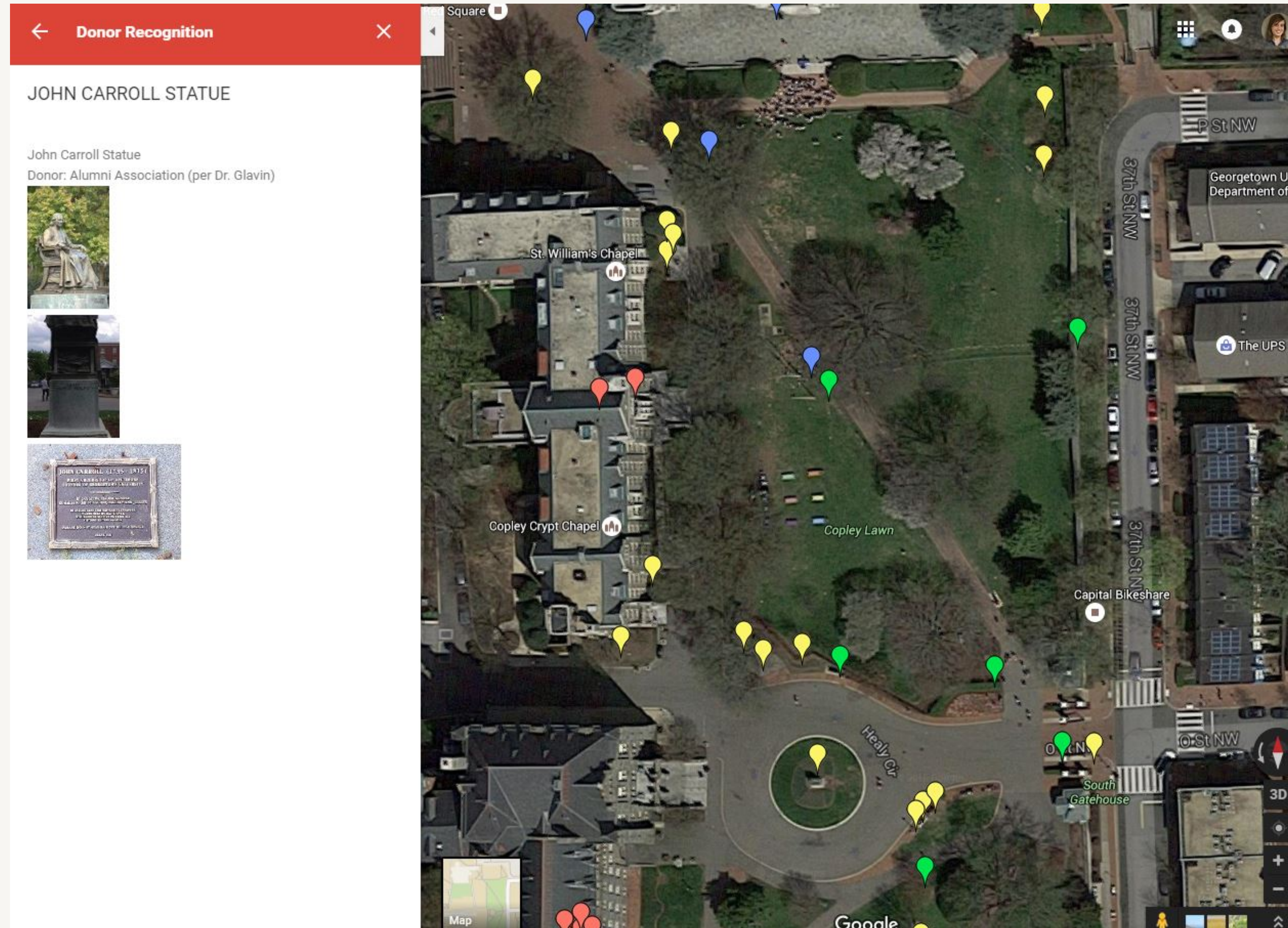
	A	B	C	D	E	F	G	H	I	J
1	Location	GAMBIT ID # Donor	Donor Name	GAMBIT ID # Honoree	Honoree	Plaque Size (WxH in inches)	Date of Plaque (if known)	Memorial Gift? Y/N	Notes	Plaque Text
32	Copley Lawn	0000077889	Margaret (Peggy) Lane Rauth	171602	John D. Lane, Sr., Esq	6 X 2	2013	Y	bench	In Loving Memory of My Father John D. Lane (F'44, L'48) He Cherished His Time Here On the "Hilltop" He Taught Us How to Live For Others Peggy Lane Rauth (N78)
33	Copley Lawn	0000077889	Margaret (Peggy) Lane Rauth	478666	Elizabeth G. Lane	6 X 2	2013	Y	bench	In Loving Memory of My Mother Elizabeth G. Lane A Devoted and Caring HOYA Spouse An Inspirational HOYA Mother Peggy Lane Rauth (N78)
34	Copley Lawn	0000077889	Margaret (Peggy) Lane Rauth	171602/478666	John D. Lane, Sr, Esq.; Elizabeth G. Lane		2014	Y	planter	In loving memory of my parents John D. Lane (F'44, L'48) Elizabeth G. Lane Peggy Lane Rauth (N78)
35	Copley Lawn (patio at end of handicap access ramp)	0000076306	Joel D. Greenzaid	401506	Noelle A. Greenzaid	6 X 2	2014	Y	bench	Noelle Anna Greenzaid Holocaust Survivor Mother and Grandmother of Georgetown Graduates Always Grateful
36	Dahlgren Chapel  Angel of the Annunciation	  0000646234, 0000123953	  Carl Heinrich zur Hausen, Brigitte Schulte zur Hausen	  0000187492	  Wilhelm Schulte zur Hausen	  8 x 3	  Replaced 2014	  Y		ANGEL OF THE ANNUNCIATION  Germany, 15th century  Given by Carl Heinrich and Bridgette Schulte zur Hausen  in memory of their father Dr. Wilhelm Schulte zur Hausen (H'57) Chapel of The Sacred Heart Given by Mrs. John V. Dahlgren 1893
37	Dahlgren Chapel		Mrs. John V. Dahlgren			11 x 8	Original plaque: 1893 Replaced: 2014	Y		Chapel of The Sacred Heart Renovation led by Kathleen and Francis
38			Kathleen Collins Deppa and							

Main Campus Plaques and Recognition | Medical Center/SOM Plaques and Recognition | Wagner Alumni House Bricks

Remembering donors of tangible items, and the people our donors chose to honor: Georgetown's Google map.



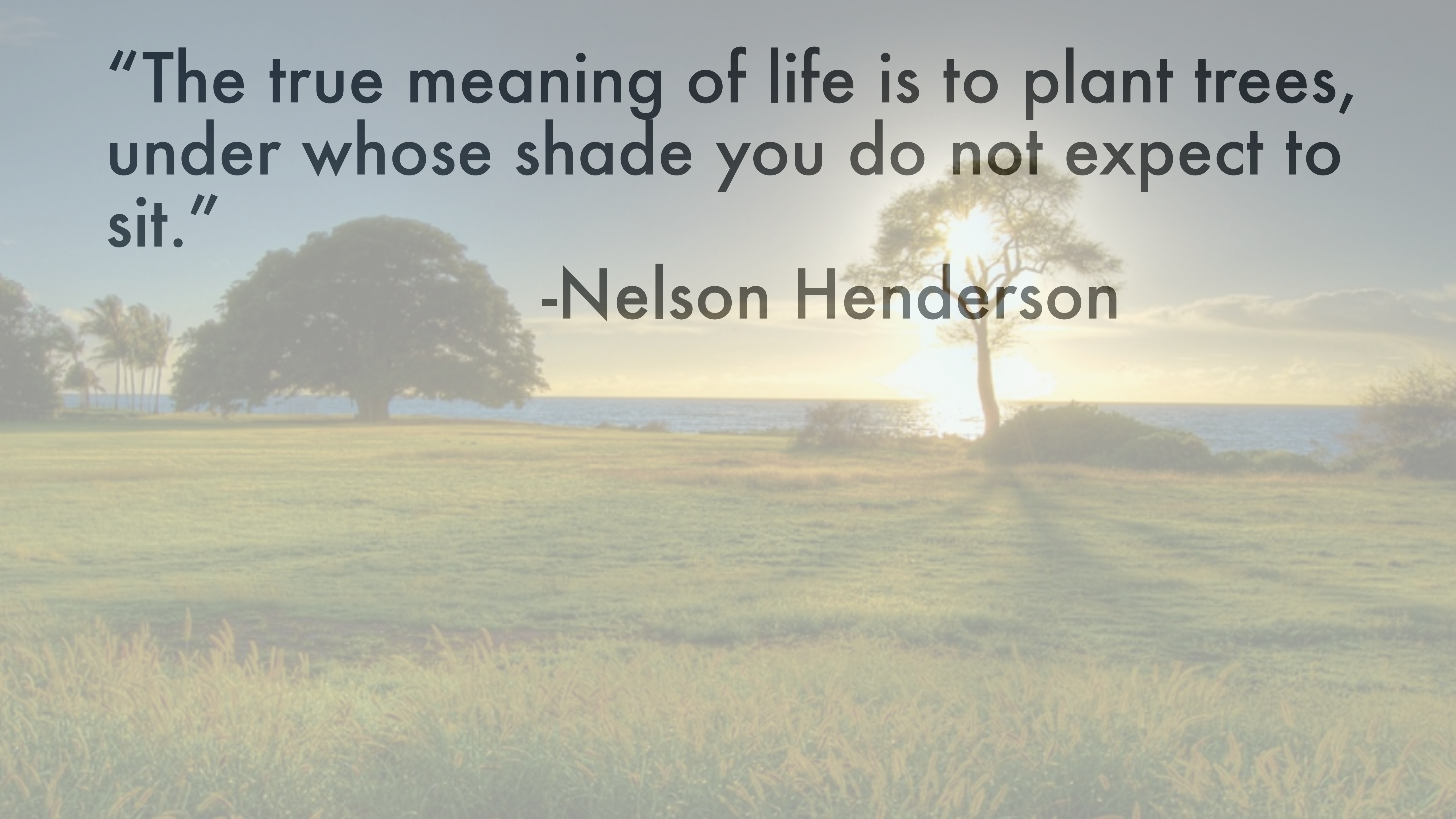
# A close-up of Georgetown's Google map.





**“The true meaning of life is to plant trees,  
under whose shade you do not expect to  
sit.”**

**-Nelson Henderson**



Naming Opportunities > Creighton University > Main > New SoD Building > Floor 1



View All Search Print Export to Excel

Drag a column header and drop it here to group by that column

Floor Plan	Name	Donation	Status
Floor 1	Admissions (#2)	\$1,500,000	Available
Floor 1	Adult Clinic (#14)	\$20,000,000	Pending
Floor 1	Adult Clinic Conference Room (#12)	\$50,000	Unavailable Recognize
Floor 1	Adult Clinic Conference Room (#13)	\$50,000	Available
Floor 1	Adult Clinic Waiting Area (#5)	\$1,500,000	Available
	Atrium and		

200 items per page  
1 - 156 of 156 items

- Search Tree
- ▶ Hixson-Lied Science Building
  - ▶ Criss Health Science
  - ▶ Harper Center
    - ▶ Floor 2S
    - ▶ Floor B
    - ▶ Floor 4
    - ▶ Floor 4S
    - ▶ Floor 4N
    - ▶ Floor 3S
      - ▶ Room 3047
        - ▶ Timms Hall dimensional letters (152)
        - ▶ Adam Whitney Gallery Art plaque (153)
        - ▶ Timms plaque (450)
      - ▶ Room 3060
      - ▶ Room 3051
      - ▶ Room 3052
      - ▶ Room 3054
      - ▶ Room 3053
      - ▶ Room 3033
      - ▶ Room 3035
      - ▶ Room 3036
      - ▶ Room 3039
      - ▶ Room 3040
      - ▶ Room 3033
      - ▶ Room 3042
      - ▶ Floor 3N
      - ▶ Floor 2N
      - ▶ Floor 1S
      - ▶ Floor 1N

Go Back Copy Edit Delete Add Honoree Text Assign Constituents Add Element Template Print Show All Fields

### Item Information

**Location:** Creighton University  
Main  
Harper Center  
Floor 3S  
Room 3047

**Name:** Timms plaque (450)  
*Last Modified:* 04/21/2016

**Item Type:** Plaque

**Is Interior:** True

**Additional Locations:** Inside room

**Text:** A 1960 graduate of Creighton University, Daniel E. Timms served his country for 24 years as a U.S. Air Force captain and devoted his career to the U.S. Department of Agriculture as a forecast economist. Timms was a faith-filled man who strongly believed in community and education. This Lecture Hall is dedicated to his memory.

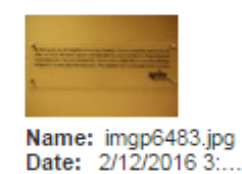
**Condition:** Good

**Status:** Installed

**Notes:**



Click an image to zoom



### Honoree Text

### Constituents

### Actions

**Action:** Maintain

### Recommendations:

### Physical Characteristics

# Personalized Stewardship for Estate Gift

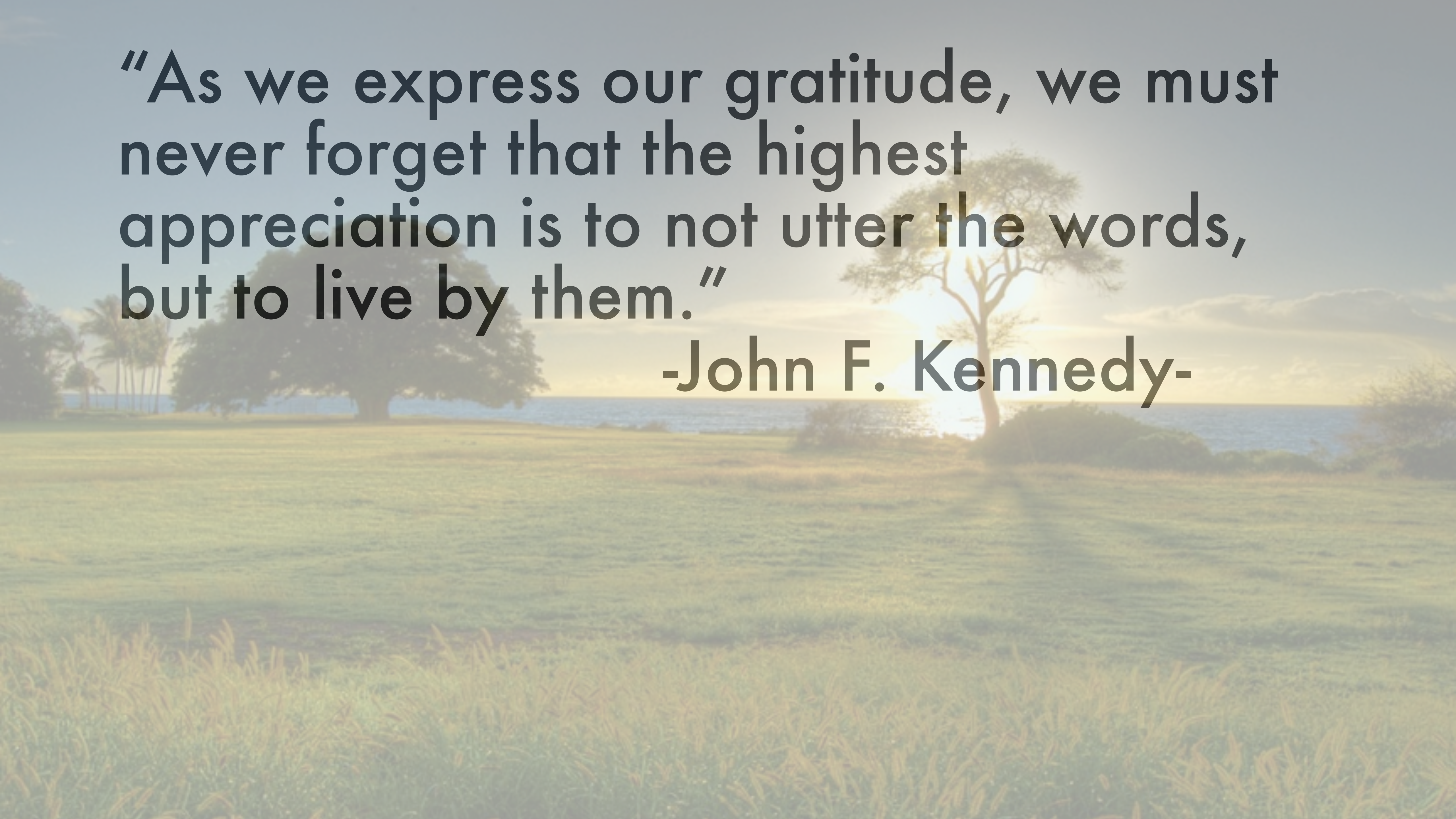
- Steward their family/relatives after the gift is realized
- Host in a meaningful location
- Share photos and impact of legacy
- Listen to their stories



# Book of Memories

- Custom made scrapbook for donor
- Letters from 15 years of scholarship students
- Photos of students then and now
- Emotional reaction
- Renewed support





**“As we express our gratitude, we must never forget that the highest appreciation is to not utter the words, but to live by them.”**

**-John F. Kennedy-**



EXPERIENCE THE  
**MAGIC**

THAT IS

BOSTON COLLEGE

POPS ON THE  
HEIGHTS

THE BARBARA AND JIM CLEARY SCHOLARSHIP GALA

Friday, Sept. 30, 2016

Doors open: 6 p.m. • Concert begins: 8 p.m.



# EVERY **\$25,000** SUPPORTS ONE STUDENT SCHOLARSHIP

**Maroon**



**Gold**



**Platinum**



**Founders Circle**







**Thank You**

---

“It has been said that next to hunger and thirst, our most basic human need is for **storytelling**.”

– Khalil Gibran

DELIVERING DOING IMPACT

UNOOF by your creativity



Let's get down to business...

# THE CHALLENGE

---

# SCHOLARSHIP IMPACT

- How can Santa Clara provide **stronger impact reporting** to scholarship donors in a cost-effective way?
- For the majority of SCU donors who are unable to attend the annual scholarship luncheon, how can we provide a **more tangible introduction to their scholarship recipient?**



And now...

# THE OPPORTUNITY



---

# THERE'S AN APP FOR THAT!



## ONE DAY APP | STUDENT VIDEOS FOR DONORS

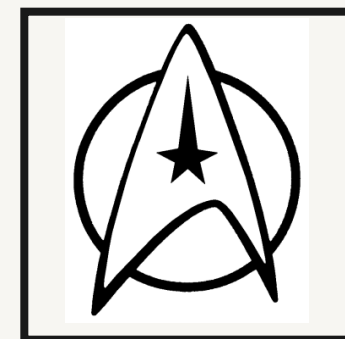
- Student stories, brought to life.
- Just hit record. One Day asks questions about your story, while you record the answers. No editing required!
- One Day stitches together your finished movie with a theme and music—perfect for sharing with scholarship donors.
- Click. Shoot. Create Video. **It's that easy!**

oneday

---

# ONE DAY FEATURES

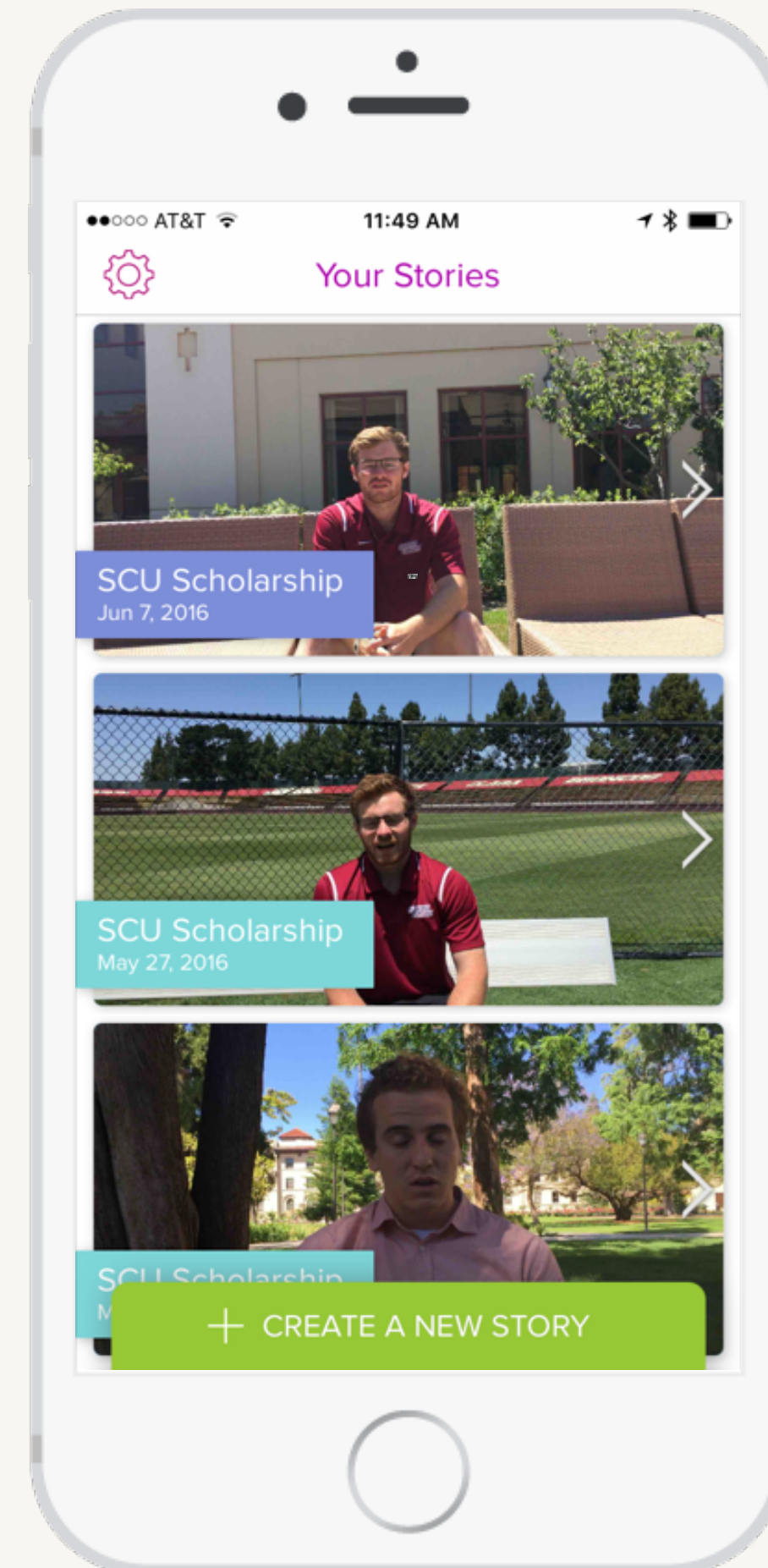
ENTERPRISE PLATFORM



USER DEFINED QUESTIONS



OPTIONAL STORY SETS



SIMPLE OPERATION



QUALITY VIDEOS



Round two...

# THE CHALLENGE







---

# RECONNECTING WITH BRONCO MEMORIES

How can SCU prompt the **emotive recollections** of significant alumni donors and prospects as they return to campus, deepening the positive feelings and philanthropic inclinations that they have for SCU today?

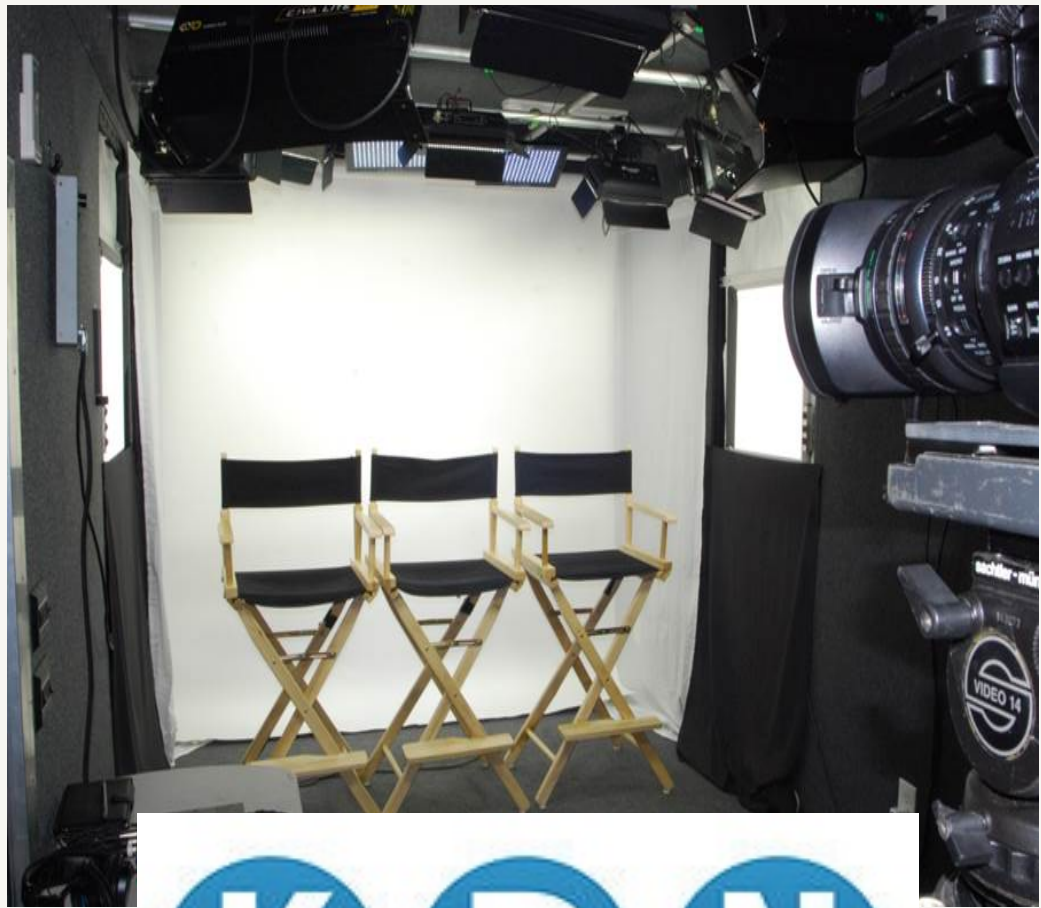


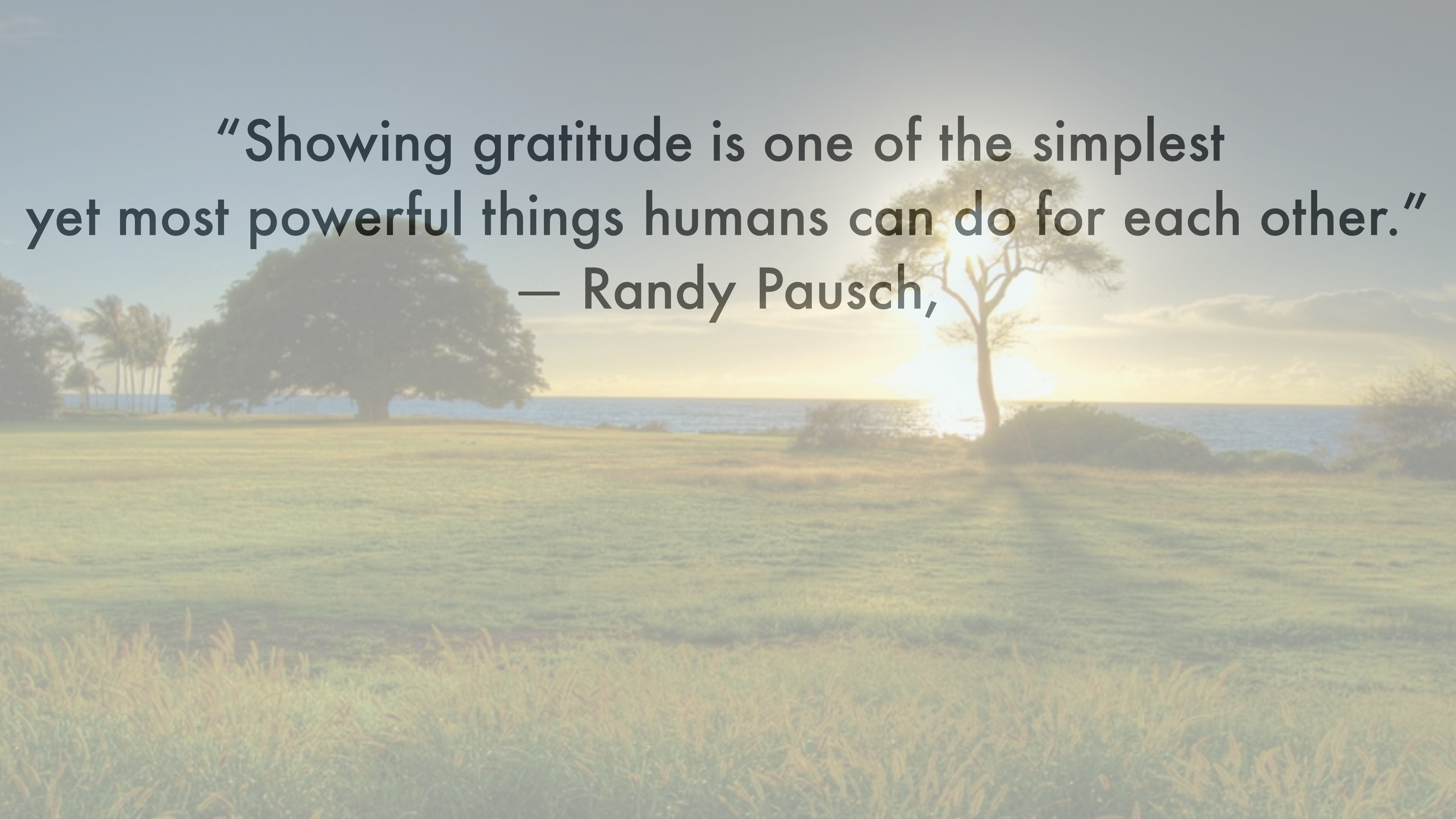
And...

# THE OPPORTUNITY

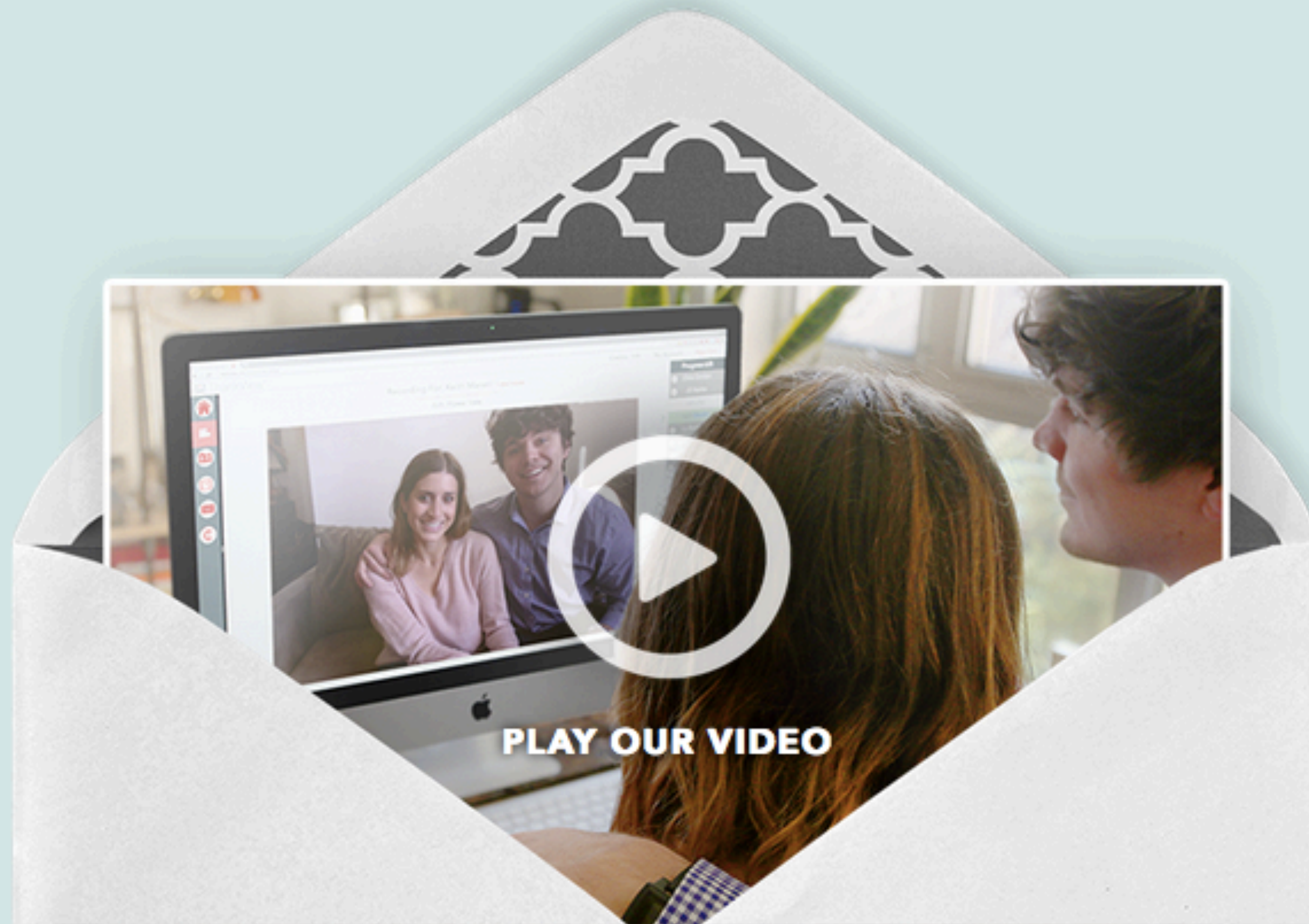
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# KDN MOBILE TV STUDIO | BRONCO ORAL HISTORIES





**“Showing gratitude is one of the simplest  
yet most powerful things humans can do for each other.”  
— Randy Pausch,**



# A Better Way To Say Thank You

Record and send individual, personalized  
video thank you ecards

DONOR  
RELATIONS  
**GURU**  
your key to  
fundraising  
success





College of **media**

# You inspire the Illinois experience.

Support from our alumni and friends transforms  
Media education. Your belief in our students, academic  
achievements and global presence impacts our future.



# Inspire



# Innovate



# Impact

**Alumni and friends like you** form our community and foundation. We are who we are because of those who have walked through the doors of Gregory Hall.

We are inspired by those who give back and are committed to ensuring that our students become talented media professionals.







# Our students value your loyalty!

You may not know that at least \$10,000 of the Annual Fund is directed towards scholarships for freshman and continuing students.

“I want to stress how grateful I am to be receiving this scholarship. It was such a great surprise and it will help my academic career tremendously. The money will be used to pay for books or be put towards a networking trip to Los Angeles with the American Advertising Federation Chapter.”

Kevin, Class of 2017  
Advertising

# Thank You! Questions? Contact Us!

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Lynne Wester- [lynne@donorrelationsguru.com](mailto:lynne@donorrelationsguru.com)