



## UW GIVING DAY 2024

# TIPS FOR STEWARDSHIP

## WHY SHOULD YOU DO IT?

To show your true gratitude for donors' gifts and keep them connected to your unit! You can build deeper relationships with your donors by showing that your college or unit appreciates their continued support and contributions. When they see how they've been able to impact your mission, they will be motivated to give in the future.

## STEPS TO SAY, "THANK YOU!"

- The thank-you should be timely. Donors want to receive a note of gratitude as close to the time of the gift as possible. Waiting several months after the donation won't have the same impact as a thank-you right after the donation.
- Send the donor a personalized thank-you. Send them a message via email or a handwritten note or make a phone call. Make sure to include their name, the gift amount, the cause they have donated to, and how their gift will be impactful. Let your genuine appreciation for their support shine through.
- Offer opportunities for the donors to get more involved. Ask if they would like to receive your college's or unit's newsletter, join your social media pages, and so on.

## OTHER CREATIVE WAYS TO THANK A DONOR

- Highlight donors on social media and websites and in a newsletter (with their permission).
- Send a thank-you video via the ThankView platform.
- Include them on a donor appreciation wall.
- Invite them for a tour of your college or unit or to attend events.
- Host a donor appreciation event.

Always feel free to reach out to your UW Foundation Director of Development or Donor Relations team for help or guidance when it comes to thanking a donor! Contact us at [uwf-stewardship@uwyo.edu](mailto:uwf-stewardship@uwyo.edu) or (307) 766-4552.

# POTENTIAL TIMELINE

## **JULY - AUGUST**

Individual Giving Day meetings with the foundation—a great time to ask questions about your stewardship efforts.

## **SEPTEMBER 6**

Attend campus partners training with the foundation Annual Giving team—another great time to ask questions about your stewardship efforts.

## **EARLY SEPTEMBER**

Make a plan for donor stewardship. Are you going to make a video, send a letter or email, thank donors on social media, have your students or a professor sign a postcard, or something else?

## **OCTOBER 23-24**

UW Giving Day

## **AFTER GIVING DAY**

Refresh your list of Giving Day donors through a data request and send thank-yous within a month of Giving Day.