



UW GIVING DAY 2024

TIPS FOR STEWARDSHIP

WHY SHOULD YOU DO IT?

To show your true gratitude for their gift and keeping 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 feel more inclined 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 gift as possible. Waiting several months after the donation is made won't have the same impact compared to a timelier thank you.
- Send the donor a personalized thank you. Send them a message via email, a handwritten note, or a phone call. Make sure to include their name, gift amount, the cause they have donated to, and how their gift will be impactful and show your genuine appreciation for their support.
- Offer opportunities for the donors to get more involved. Ask if they would like to receive your college or unit's newsletter, join your social media pages, etc.

OTHER CREATIVE WAYS TO THANK A DONOR

- Highlight donors on social media, websites, or in a newsletter.
- Send a thank you video via the ThankView platform.
- A donor appreciation wall.
- Invite them for a tour of your college or unit.
- 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!