

STEWARDSHIP

| ANNUAL OR CUMULATIVE COMMITMENT | ENTRY | HIGH VALUE DONORS | | MAJOR DONORS | |
|---|----------------|-------------------|-----------------|------------------|-------------------|
| | \$ 50 - 500 | \$ 500-2500 | \$ 2500-5000 | \$ 5000-10000 | \$ 10000-25000 |
| Targeted TY letter with receipt | ✓ | ✓ | ✓ | ✓ | ✓ |
| Welcome pack for first-time donors | ✓ | ✓ | ✓ | ✓ | ✓ |
| Phone call from staff member | ✓ | ✓ | | | |
| Bookmark sent with TY letter | ✓ | ✓ | ✓ | ✓ | ✓ |
| Newsletter with tailored donor letter | ✓ | ✓ | ✓ | ✓ | ✓ |
| Annual 'stewardship' letter re how funds spent | ✓ | ✓ | ✓ | | |
| Name listing on annual Honour Roll | ✓ | ✓ | ✓ | ✓ | ✓ |
| Personal Thank You letter from CEO | | ✓ | ✓ | ✓ | ✓ |
| Phone call from CEO | | ✓ | ✓ | ✓ | ✓ |
| Phone call from Board | | | | ✓ | ✓ |
| Personal tour of facility | | | ✓ | ✓ | ✓ |
| Invitation to group cultivation events level 1 | | ✓ | ✓ | ✓ | ✓ |
| Invitation to group cultivation events level 2 | | | ✓ | ✓ | ✓ |
| Invitation to annual high level donor thank you event | | | ✓ | ✓ | ✓ |
| Honour Board | | ✓ | ✓ | ✓ | ✓ |
| Opportunity to allocate funding | | | | | ✓ |
| Naming rights | | | | | |
| Court of Benefactors | | | ✓ | ✓ | ✓ |

Source: Philanthropy Squared