

Sample Stewardship Chart:

Donor Recognition and Stewardship

Gift Level Recognition & Stewardship
ACKNOWLEDGEMENT
Organizational Thank You (using appropriate gift levels templates) and Tax letter
Regular news (printed newsletter, email updates)
Thank you telephone call/ letter from Executive Director
After one month-update on specific use of donation
Thank you letter/note from a recipient(s) if appropriate
RECOGNITION
Recognition at Fundraising/ Special Events
Formal Recognition on Donor Wall
Naming Opportunity
MEDIA AND COMMUNICATION
Media Release or article in internal/external publications
Article on website
Banner website recognition
PERSONAL ATTENTION
Thank you telephone call/note from a solicitor and/or Board President
Personal invitation to organization's events
Receives annual visit from Executive Director or Board member
Receives telephone call annually/bi-annually from solicitor, Board President or Board member
Personal Invitation to visit camp