



GIVING DAY STEWARDSHIP

SAMPLE PLANS

DONORRELATIONS.COM



OUR GRATITUDE OVERFLOWS

Thank you to hundreds of talented and generous, industry professionals who took the time to participate in our 2022 sample swap.

Providing the nonprofit industry with free samples of donor communications has been a pillar of the work we do at the DRG Group for more than a decade. We simply cannot do this work with you—the amazing DRG Community.

Your work continues to inspire us—thank you for sharing it with us!

With endless gratitude,

The DRG Group



Stewardship Plan 2022

STEWARDSHIP PIECE	DATE	AUDIENCE
6-month stewardship	November 22	Give Green 2021 donors
Social media thanks	Day-of, immediate (alumni channels and school/unit channels)	Donors who provide social handles
Gift receipt	Day-of, immediate (emailed from Gift Accounting)	All donors
Video acknowledgment	Day-of, immediate (emailed via ThankView from 8 am – 8 pm)	All donors
Video acknowledgment posted to GG website and social media	March 23 (push out video to schools/units)	All donors
First-time donor communication	Weekly (mailed) - as gifts are entered in Advance	First-time donors to Tulane
Personal note from deans/directors/etc. (suggest personal video messages via ThankView*)	April 8 (will receive donor list from Donor Relations 3-4 business days post event)	Special/VIP donors
Personal note from development officers/unit liaisons (suggest personal video messages via ThankView*)	April 8 (will receive donor list from Donor Relations 3-4 business days post event)	Challenge grant donors/ Special/VIP donors
Final impact postcard	April 29 (mailed)	All donors

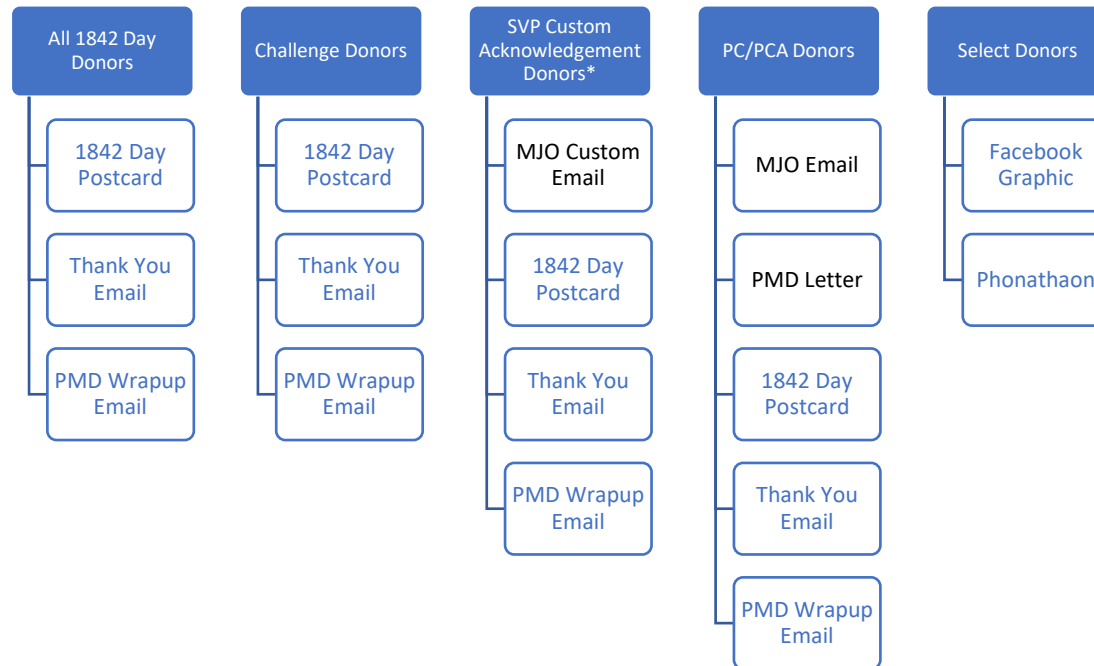
*Please contact **Stephanie Martin in Donor Relations** to help with scheduling a personal ThankView or with any questions about the stewardship plan 504-314-2679 or smartin11@tulane.edu.



DONOR RELATIONS has Give Green notecards and envelopes to use for personal hand-written notes to donors from deans/directors and development officers. Please contact Stephanie Martin to coordinate.

1842 Day Acknowledgement Matrix | 2021

Regular communications sent by Stewardship cross-referenced with 1842 Day Annual Fund communications.



Annual Fund Communications are in blue font.

**SVP Custom Acknowledgement Donors are donors who qualify for custom acknowledgements from Mike O'Neill. These donors include Mike O'Neill's assigned prospects, donors who make a gift of \$100K+, Board of Trustees, Cabinet members, Deans and members of the President's Advisory Council.*

1842 Day Acknowledgement Table | 2021

Acknowledgement	Date	Audience
Thank You Email	September 22, 2021	All Constituents
Thankathon	Weeks of Sept 28-Oct 5	Select donors
MJO PC/PCA/Customs (Email)	October 7, 2021	PC/PCA/Custom
1842 Day Postcard	Week of October 12	All Donors
1842 Day Follow-up Email	Week of October 12	All Constituents
PMD PC/PCA Letters (Print)	Week of October 19	PC/PCA
