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Donor Stewardship Ideas

*Remember that good donor stewardship begins even **before** you get your first bequest in a donor's will. Once you receive a gift, your organization might also consider the following ideas **in addition to** sending a thank you letter or email, which should be a standard best practice in your donor acknowledgement process:*

1. **Start your ministry's Legacy Society as a way to acknowledge your donors.**
 - a. A Catholic Legacy Society allows you the opportunity to publically thank your generous donors on your website, in annual reports or other publications, at an annual event, and the like.
 - b. Here's a great resource from the Archdiocese of Kansas City in Kansas, which details its [Catholic Legacy Society](#) and how donors can [enroll](#). While this is specific to an archdiocese, you could follow the same structure in your parish, school, or nonprofit ministry.

2. **Involve your pastor, school leaders, or board members in your stewardship efforts.**
 - a. Beyond your standard gift acknowledgement letter, ask one of your organization's leaders to pen a hand-written thank you note to the donor conveying the impact that they have made with their gift.
 - b. An organization leader might also call the donor to personally give his/her thanks over the phone.

3. **Schedule regular calendar touch points to stay engaged with your donors.**
 - a. Even if a donor's gift won't be realized anytime soon, it's still important to show them the work that their legacy will sustain. Keep them updated with what's going on with your organization.
 - b. Reach out to these donors on special dates, like anniversaries, birthdays, or major milestones for your organization.