Donor Relationships
Starts with Stewardship

Organization respects and protects it’s philanthropic support in a way that validates the importance of philanthropy to the mission of the organization.
Good Stewardship Practices

• Transparent organization
• Decisions are being made according to organizations’ s mission
• Board members are regularly reviewing financial statements and annual audit is conducted.
• Donors are kept apprised of how philanthropic dollars are being spent to further the mission of the organization.
THE ARTS PARTNERSHIP OF GREATER SPARTANBURG
FY 2014 ACTUAL STATEMENT OF SOURCES & USES OF FUNDS

FY 2014 SOURCES OF OPERATING REVENUE
Contributions $859,231
Public Grants $323,406
Fees For Services & Other Earned Revenue $720,563
Total Operating Revenue $1,903,219

FY 2014 OPERATING CASH EXPENSES
General & Administrative $221,866.00
Arts and Science Education $208,324.00
Outreach Grants $638,783.00
Programs & Services $826,951.00
Total Operating Expenditures $1,895,924
Basics

• Timely acknowledgement - promptly personally thanking donors within 48 hours
  Phone, electric, mail – mirror their gift
• Keep accurate records of donors gifts over time.
• Recognition – with permission
• Accountability – share the impact
• Celebrate
## 2013-14 United Arts Annual Giving

<table>
<thead>
<tr>
<th>Circle</th>
<th>Range</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Founder's Circle</td>
<td>10,000 or more</td>
<td>14</td>
</tr>
<tr>
<td>President's Circle</td>
<td>5,000-9,999.99</td>
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<tr>
<td>Pacesetter</td>
<td>2,500-4,999.99</td>
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<tr>
<td>Leader</td>
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<tr>
<td>Patron</td>
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<tr>
<td>Partner</td>
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<tr>
<td>Supporter</td>
<td>250-499.99</td>
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<tr>
<td>Associate</td>
<td>100-249.99</td>
<td>376</td>
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<tr>
<td>Friend</td>
<td>1-99.99</td>
<td>396</td>
</tr>
</tbody>
</table>

![Bar chart showing donations by amount]
7 Touches

• Thank you in most personal way as possible – tax receipt should be separate
• Respond through same channel
• Welcome new donors and explain your mission – stewardship materials – to tell stories
• Hand written note
• Calendar of events/newsletter
• Culture Card – benefits to encourage engagement
• Invites to special events
• Share - News releases or articles, pictures
Special Events

• Use special events to inform and ask – not just a party.
• Mission focused events that either have net income and inform prospective donors or thank you and more information for your existing donors
• Positive effects of group dynamics cultivate prospects and bind them closer to the organization making later solicitations more productive.
People want to be inspired

See
Feel
Touch
Smell
Hear

Involve your donors
People give money where they are involved