

One Day FOR UK

Stewardship Guidelines

What is Stewardship and why is it important?

- **Stewardship** is the process that occurs once a donor has given to your organization. It involves managing gifts as donors intended, updating donors on the progress and impact of their gifts and being transparent about how their gift was used. Every donor should be thanked for their giving, know how their funds were used and the impact it has had.
- When done correctly, it will help foster a long-term relationship between you and your donor. Thanking your One Day for UK donors and sharing the impact their support has had will help you renew that support for next year's One Day. It can even lead to additional support and engagement with your unit outside of One Day for UK.

General Tips

- Don't put a gift amount in a thank you.
- Don't use the term "money" when speaking with donors. Use the terms "support", "donation" or "gift" instead.
- For units unfamiliar with stewardship practices, please reach out to anyone on the One Day for UK team to schedule an informative meeting.
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What does my unit have to do for stewardship to participate in One Day for UK?

- Send an email or postcard that thanks your donors for their support.

STEWARDSHIP RECOMMENDATIONS

Be aware of central UK Philanthropy's stewardship plans and how your unit fits in:

March 18	Start stewardship content creation no later than 1 month prior to One Day
April 18	One Day for UK
April 19	Central generic thank you email and generic thank you social media post (we recommend units share/re-post) Units post a thank you to social media that can include a preliminary total.
April 19 – May 9	Recommended timeframe for units who have created additional stewardship content to post (thank you graphics/notes, postcards, personal emails, videos, etc.)
May 10	Central email final donor total thank you will be sent no later than May 10
End of May	Thank you cards from Central Philanthropy to Fund for UK donors and BBNfluencers

**Final totals will be delayed until the first week of May due to payroll deduction gifts. Every effort will be made to announce the final totals by May 10th.

Use general boilerplate language:

"Thank you for your support on One Day for UK. Whether you participated by completing a challenge, making a gift, sharing a social media post, or wearing UK blue on April 18th, your participation made a difference! Because of supporters like you, we're able to make a better Kentucky."

This is found in stewardship pieces (email and social media) and on the Gravyty site starting April 20th.

- Prepare sentences that highlight the success of the day (even if your unit can't give specifics).
- Use donor-centered phrases such as:
 - "You have supported funds such as..."
 - "You have made possible..."
 - "This will positively impact...by..."
- For thank you posts pre-final totals use "...preliminary totals..."

Understand stewardship best practices and ways your unit can take advantage of them.

Gift receipt: A letter, email message or receipt form notifying a donor that their gift has been received. Charitable donation receipts contain any and all information regarding the gift (donor name, organization name, gift amount, gift type, etc.).

- During One Day for UK, donors will receive an email receipt generated by Gravyty. If they make a gift leading up to One Day for UK, they will receive a printed receipt or email receipt if they made their gift on Network for Good.

Acknowledgment: Written correspondence sent by an institution to a donor expressing appreciation for a gift and identifying the use of the gift.

- After One Day for UK, our donors will receive a thank you email from UK Philanthropy. We recommend you send an acknowledgment from your unit for their gift to your specific fund.

Donor recognition: The policy and practice of recognizing gifts, first through immediate acknowledgment by card or letter and subsequently through personalized notes, personal expressions of appreciation directly to donors and other appropriate ways.

- Further recognition after the acknowledgment can be done if your unit elects to do so. If you plan to do so, thank your BBNfluencers and faculty/staff donors in a special way.

STEWARDSHIP ABOVE AND BEYOND

Do a mid-year follow-up with your donors showing their impact on your unit.

- **Stewardship Report** (may be called Impact Report): A report on a donor's giving, including: a narrative report with statements about the fund's usage. Stewardship reports exist to demonstrate the impact of the donor's philanthropy, and to hold the university accountable.
 - After One Day for UK, we encourage you to take your donor stewardship to the next level by sending an impact report. You can send your print or digital report to the donors that made a gift to your fund during One Day for UK. Tell you donors what their gift has done since One Day. Many funds have specific purposes and their donors' impact to the fund on One Day should be shared.
- Express your hope for their participation in next year's One Day for UK.

INSPIRATION

[Click here](#) for inspiration and examples of stewardship from previous years!