

# Donor Relationships



# Starts with Stewardship

Organization respects and protects its  
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	\$839,251
Public Grants	\$323,406
Fees For Services & Other Earned Revenue	<u>\$720,562</u>
<b>Total Operating Revenue</b>	<b><u>\$1,903,219</u></b>

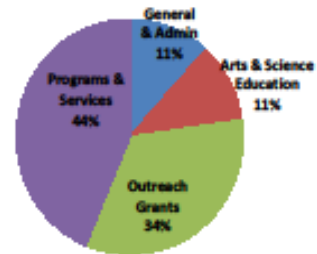
**FY 2014 OPERATING CASH EXPENSES**

General & Administrative	221,866.00
Arts and Science Education	208,324.00
Outreach Grants	638,783.00
Programs & Services	<u>826,951.00</u>
<b>Total Operating Expenditures</b>	<b><u>\$1,895,924</u></b>

**Operating Income**



**Operating Expense**

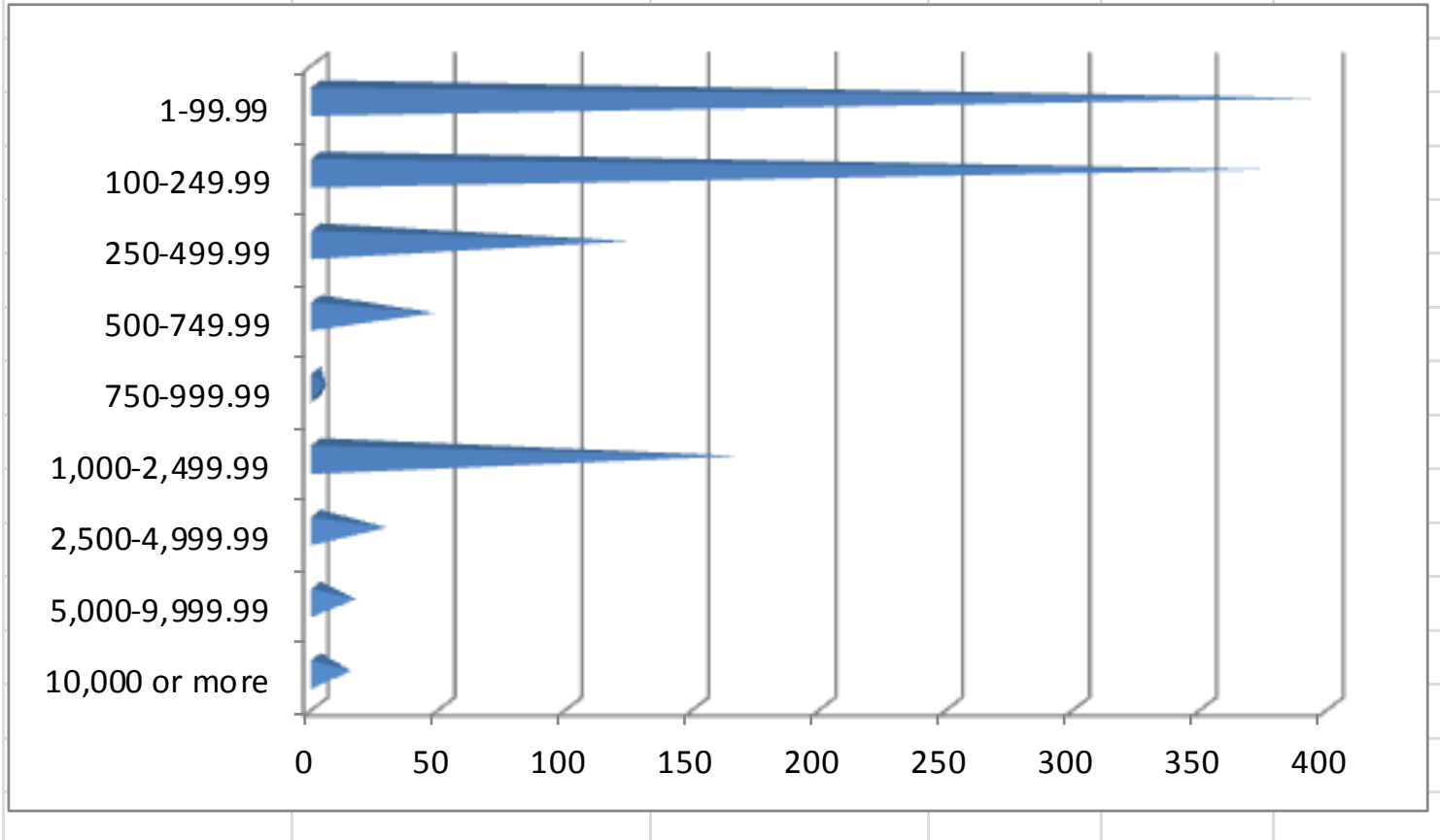


# Basics

- 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

Founder's Circle	10,000 or more	14
President's Circle	5,000-9,999.99	16
Pacesetter	2,500-4,999.99	28
Leader	1,000-2,499.99	167
Patron	750-999.99	4
Partner	500-749.99	47
Supporter	250-499.99	124
Associate	100-249.99	376
Friend	1-99.99	396



# 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

