

MANDELYN CLONINGER, CFRE
SESSION SPEAKER

Gratitude Grows Giving, How Relentlessly Building Relationships Drives Growth

WEDNESDAY, JUNE 24, 2026
8:00 – 9:15 AM



JUNE 22 - 24, 2026
Charlotte Harbor, FL







RELENTLESS





Category	Number	
\$100,000+	4	
\$50,000-\$99,999	5	
\$25,000-\$49,999	16	
\$10,000-\$24,999	55	
\$7,500-\$9,999	13	
	93	3%
\$5,000-\$7,499	65	6%
\$2,000-\$4,999	298	17%
\$1,000-\$1,999	745	45%
\$500-\$999	1483	100%
	2684	

Organization 2 - Mid-size: \$1M				
Category	Number		Staff Mgr	Stewardship Strategy
\$100,000+	2		CEO/BC	CEO/BC call, 1:1 time
\$50,000-\$99,999	1		CEO/BC	CEO/BC call, 1:1 time
\$25,000-\$49,999	3	2%	CEO/BC	CEO/BC call, 1:1 time
\$10,000-\$24,999	7		CEO/BC	CEO/BC call, 1:1 time
\$5,000-\$9,999	16		CEO/BC	CEO/BC call, 1:1 time
	29	10%		
\$1,000-\$4,999	106	49%	CEO/DD	CEO/BC call, 1:1 time; Annual appreciation event
\$500-\$999	72	74%	DD	Notes, calls, invitations
\$250-499	71	100%	DD/Vol/Int	Group breakfast/tour event
	278			

obrigado

Dank U

Merci

mahalo

Köszí

спасибо

Grazie

Thank
you

mauruuru

Takk

Gracias

Dziękuję

Děkuju

danke

Kiitos

Key to retention = STEWARDSHIP

Donor Communication Plan

All donors will receive a minimum of 7 touch points per year.

Touchpoint	Staff Responsible	Timeframe
Acknowledgement Letter/Tax Receipt	OPS	Automatic/Within 48 Hours of Gift
Thank you call - ALL DONORS	DD/Sol	Within 48 Hours of Gift
\$5,000+ Donors	CEO	Within 1 Week
New Donor Welcome Kit	OPS	Within 30 Days
Newsletters (3)	MKTG	Quarterly (except June when annual report delivered)
Holiday Card	DD	December
Annual Tax Statement/January Impact Report	OPS/MKTG	January
Annual Report	MKTG	June
Other Touchpoints		
Client Testimonial TY Card		February
Board TY Call		September
Key Event Invitations		
Annual Donor Appreciation Event		



Thank you!

Telephone Script



Start with a Thank You

- Hello My name is _____ and I am a board member of Dawning Family Services. I am calling to say “Thank You” for your most recent gift. Have I caught you at a bad time?

Transition – Ask Why they give

- You have been giving so generously (mention # of years), can you please tell me, with so many wonderful organizations to choose from, why do you support Dawning Family Services?
- *Reflect what you heard.* Tell me a little bit more about why you support Dawning Family Services.
- What do you like to know about an organization before you lend your support?
- Do you support other nonprofit organizations as well? I’d love to learn more about them. Are you willing to share your favorites?

Invitation

- Have you ever been to our office or visited with our CEO?
 - If yes: How long ago? What did you think?
 - Would you be interested in visiting again?
 - If appropriate, invite for a tour.



Optional: How do they want us to communicate with them?

- Verify correct address, phone, email etc.
- Ask if they are happy with the amount of mail they receive?
- Would they like to receive our electronic email newsletter?

Thank you again....

- Thank you for your past support of Dawning Family Services.
- Thank you for taking time today to learn more about how your gifts make a difference.

WHO WE HAVE HELPED IN FY 2024



1,191

Individuals
have been helped
through all
programs at DFS



356

Households
have been
helped by DFS



444

Adults have
been helped
by DFS



747

Children have
been helped
by DFS



**82% of families in our
Rapid Re-Housing
program signed a lease
for a new home**



**77% of families in our
Family Homeless
Prevention Services
avoided homelessness**



DAWNING
Family Services

Relentless
partner

Statistics Tell, Stories Sell



Emily's Journey to Stability and Success

When Emily lost her job, her world turned upside down. As a single mother of three...



A Determination That Never Wavers

Meet the Rodriguez family: Javier, 52, and Maria, 48, along with their two sons,...



A New Dawn for Franklin and His Family: How Dawnin...

In the heart of every challenge lies the seed of transformation, waiting for t...

<https://www.dawningfamilyservices.org/blog>

Voice Message



Identify yourself

- Hello, this is (first name) pause (last name). I serve as a board member with Dawning Family Services. My phone is (xxx) xxx-xxxx

Reason for your call

- I'm calling on behalf of the nearly 1,200 neighbors like Emily, who Dawning Family Services served last year thanks to your generosity! Emily, a single mom of three, found herself homeless after losing her job. Her children were struggling, especially her youngest two, who sank into depression from the instability. Dawning Family Services gave them a lifeline: first a safe hotel room, then a permanent apartment. Today, her kids are healing, and Emily is stable with a job and safe housing again. That kind of transformation is only possible because of generous donors like you.

Invite & Restate your name number and organization

- I would love to connect personally and share more about what you make possible each and every day. Again, thank you for your generous support of Dawning Family Services. Please call me at your convenience (first name)___pause__(last name) xxx-xxx-xxxx with Dawning Family Services.

Handwritten note



Identify yourself & personalize

- I serve as a board member of Dawning Family Services.

Reason for your note

- I'm writing to thank you on behalf of the nearly 1,200 neighbors like Emily, who Dawning Family Services served last year thanks to your generosity! Emily, a single mom of three, found herself homeless after losing her job. Her children were struggling, especially her youngest two, who sank into depression from the instability. Dawning Family Services gave them a lifeline: first a safe hotel room, then a permanent apartment. Today, her kids are healing, and Emily is stable with a job and safe housing again. That kind of transformation is only possible because of generous donors like you.

Invite & include your contact info

- I would love to share a coffee or lunch and connect personally to learn more about why you choose to give. Again, thank you for your generous support of Dawning Family Services. Please call or email me at your convenience. *include your business card/contact info*

E-mail / Text invite



Identify yourself & personalize

- I serve as a board member of Dawning Family Services.

Reason for your note

- I admire your philanthropy/ how committed you are to the community/how you care about our homeless neighbors.
- I'm writing to invite you to join me for a tour of Dawning to learn more about the first purpose-built solution in Hillsborough County, the Family Solutions Center, a transformative facility designed to address both the immediate and long-term needs of families in crisis. I have included a bit more about the project in the attached document.

Invite & include your contact info

- I would love to host you on either October 6 or October 8 at noon, which date works best for you? Thank you so much for your leadership in the community. Please call or email me at your convenience. I'm looking forward to introducing you to Dawning Family Services!

A photograph of a woman with short red hair, wearing a blue sleeveless dress and a pearl necklace, smiling and looking towards the right. Next to her is an elderly man with white hair and glasses, wearing a maroon button-down shirt, looking forward. They are seated in what appears to be an audience. In the background, other people are visible, including a man in a white shirt and striped tie, and a woman in a dark blue top. A large, semi-transparent grey oval with a thin white border is positioned in the upper right corner, containing the text "Treat Every Donor Like A Major Donor" in white, bold, sans-serif font.

**Treat
Every Donor
Like A Major
Donor**



The Bucket Is More Than Leaking!





Basketball Scoring Sheet

Team Name				Home Away								Date			Gym				
Team Fouls	1st Half	1	2	3	4	5	6	Bonus	7	8	9	Double Bonus	10+	Time Outs	Half	:30	:30		
	2nd Half	1	2	3	4	5	6	Bonus	7	8	9	Double Bonus	10+		Full	F	F	F	

No.	Player	Fouls					First Qtr.	Second Qtr.	Third Qtr.	Fourth Qtr.	Over -time	Reb.	Asst.	Stls.	TOV	FG/ FGA	FT/ FTA	Pts.
		1	2	3	4	5												
		1	2	3	4	5												
		1	2	3	4	5												
		1	2	3	4	5												
		1	2	3	4	5												
		1	2	3	4	5												
		1	2	3	4	5												
		1	2	3	4	5												
		1	2	3	4	5												
		1	2	3	4	5												
Shots FG / FGA																		
Totals																%	%	

Running Score

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75
76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

	Count	Amount			
# DONATIONS					
# DONORS					
Gifts/Donor					
Avg Gift					
FILE RETENTION					
NEW DONORS					
AVG NEW GIFT					
RENEWED DONORS					
RETAINED DONORS					
LOST DONORS					
OVERALL RETENTION					
	Count	Amount	Percent	Avg Gift	Visits
\$1-249					
\$250-499					
\$500-999					
\$1000-4999					
\$5000-9999					
\$10,000+					
SUM					





Contact Me

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