

Stewardship Plan Sample

Stewardship or Recognition Step		Donor Segments					Top 10 Donors
		Under \$100	\$100	\$500	\$1,000	\$5,000	
Touch Activities	Thank you letter from organization	✓	✓	✓	✓	✓	✓
	Thank you call from a development staff member			✓	✓		
	Thank you call from the CEO					✓	✓
	Send quarterly newsletter	✓	✓	✓	✓	✓	✓
	E-mail or fax of news articles			✓	✓	✓	✓
	Donor listing in the newsletter	✓	✓	✓	✓	✓	✓
	Send annual report with donor listing		✓	✓	✓	✓	✓
	Cover letter with annual report from the Board Chair				✓	✓	✓
	Thanksgiving Card or email				✓	✓	✓
	Personal visit/tour with a development staff member			✓	✓		
	Updates by phone or visit from the CEO and/or Board member					✓	✓
	Invitation(s) to program function(s)				✓	✓	✓
	Share list of donors with Board members for personal follow-up			✓	✓	✓	✓