

Stewarding Donors (For Everyone)

- ◆ Any gift is a welcome vote of support for Smith. Please acknowledge every gift with sincere gratitude and recognition of the donor's generosity. Your timely note of thanks lets your classmate know that her gift was received and is appreciated.
- ◆ Review your Acknowledgement Report when you receive it (approximately every four to six weeks) and promptly send thank you notes to those classmates who have given to the college. If you can't get to them immediately, please prioritize notes to those women with the earliest gift dates and send these first.
- ◆ Annual gifts provide support for some of the most urgent needs of the college within the current fiscal year. Thank your classmates for choosing to provide this critical yearly support of Smith.
- ◆ Hand-write your thank you notes. Smith stationery is always available for you and is a welcome sight to your classmates, and your handwriting shows your personal attention to her gift.
- ◆ When writing your thank you notes, mention if the gift was an increase over the previous year's giving, or if it was greater than the current year ask amount. This information is available on the Acknowledgement Report (see sample on page 14), and shows that you recognize and appreciate your classmate's increased support.
- ◆ Consider keeping record of your assigned classmates loved ones or occasions of special importance. Your classmates will enjoy being remembered on their birthdays, or congratulated on an anniversary, promotion, or accomplishment of their children.
- ◆ Feel free to contact your Smith staff liaison for sample language or information for your notes.
- ◆ Know how much your thank you means to your classmates. Your stewardship lets them know that the college and their community of classmates have recognized their gift.

Thank You Note Sample

Dear Sophia,

Thank you! I just received notice of your recent generous gift to the Smith Fund. Your gift certainly makes a difference as we reach for our class goal of \$###,###. Working with the Smith Fund has shown me how important our support is to Smith, and I hope you find that giving back helps you retain your connection to Smith as well.

It was wonderful to talk with you in person just a few weeks ago, and I want to wish you the best with your family's new adventure. Thank you again for your commitment to Smith and the class of XXXX.

Fondly,
Susie