NC STATE

THINK AND DO

THE

EXTRAORDINARY

The Campaign for NC State
Extraordinary Stewardship

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NC State University

- Largest land-grant public institution in North Carolina
- 35,000 + students
- $1.3 billion endowment at the end of FY18
- $215.4 million gifts and pledges in FY18
- $1.6 billion campaign launched in October 2016
- $13.5 million raised with more than 10,000 gifts on first-ever Day of Giving
- Decentralized structure for University Advancement
Why Stewardship Matters

- Integral part of donor engagement cycle
- Builds trust and fosters long-term relationship with university
- Inspires continued support
Foundational Stewardship

- **Stewardship Best Practices**
  - Acknowledgments, engagement and recognition, communication and reporting
- Resource for campus partners
  - Inventory of stewardship efforts from across campus
  - Monthly coffee meetings with campus partners
  - Host stewardship webinars and discussions
Principal Gift Prospects

- Coordinated stewardship approach between the college and central development
- Monthly meetings
- Stewardship Plan Sample
Unique Stewardship Opportunities

- Connects donor with impact of THEIR philanthropy
- Impact reports, photo books, video cards, ThankView, etc.
  - Which tool is best for the donor
  - Be creative and thoughtful about donor experience (think it not trinket)
- Find ways to utilize existing content
- Capture information in donor database
Impact Reports

- Long philanthropic history with the institution
- Showing the impact of their philanthropic support
- Timing
  - Donor milestones
  - On-going donor discussions
- Photography, narrative, financials
- Sample impact report
- One month turnaround
Photo Books

- Unique gift
- Low cost – usually $40-$60 depending on size
- Gift announcements, award presentations, Campaign kickoff events
  - Utilize event scripts and photography
  - Keepsake for donors and/or leadership
  - Time frame – typically 2-3 weeks
Photo Books

- Celebrate 15, 20 or 25 years of scholarship support
  - Work with Office of Scholarships and Financial Aid to identify current/former recipients
  - Send email asking current/former recipients to complete questionnaire and submit photo for inclusion
  - Include thank you message from Chancellor
- Time frame – typically 6-8 weeks
Video Cards

- Short donor specific videos (<10 minutes)
  - Gift announcement anniversaries/milestones
  - Event highlights
  - Post-scholarship luncheon follow-up
  - Leverage existing video content
  - Signed by the Chancellor, personal note from VC for Development
  - Donor names written in calligraphy

- [https://www.pim.tv/](https://www.pim.tv/)
ThankView

- Quick thank you video in an email (<1 minute)
  - Graduating scholarship recipients
  - Gift anniversaries
  - Scholarship luncheon follow-ups
  - Birthday messages
- Day of Giving – More than 700 personalized videos with an open rate of 74%
Additional Stewardship Opportunities

- Post-event stewardship
  - Printed photos mailed to attendees
- Donor visits to campus
- Meet and greet with students, faculty, campus partners, etc.
- Day of Gratitude 2019
- Stewardship best practices
Lessons Learned and How to Implement

- Utilize existing content
- Assess your team’s strengths
  - graphic design, data-driven, writers, etc.
- Try one new thing at a time
- Utilize campus partners and resources
- Look at upcoming events, donor milestones
- Everyone needs an editor
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