Strategic Stewardship for Corporation and Foundation Donors
Stewardship
Donor Relations
Corporate & Foundation Relations
Key indicators of a well-stewarded individual donor:

The donor *contributes financially* at least annually,

*is engaged in the mission* of the organization, and

*speaks positively* about the organization *in the community*
Key indicators of a well-stewarded corporate donor:

There are *multiple points of contact* between the university and the corporation, *mission alignment* is clearly illustrated and valued by both parties, and *both parties are actively seeking subsequent engagements*.
Requirements made by the foundation are met or exceeded,

mission alignment is clearly illustrated and valued by both parties, and

both parties are actively seeking subsequent engagements
Four key responsibilities of Donor Relations and Stewardship:

• Acknowledgement
• Reporting
• Recognition
• Engagement
Special considerations for Corporate and Foundation Relations:

Messaging
Special considerations for Corporate and Foundation Relations:

Timing
Special considerations for Corporate and Foundation Relations:

Access
Special considerations for Corporate and Foundation Relations:

Research
Special considerations for Corporate and Foundation Relations:

Legal
Areas of improvement:

Internal Education
Areas of improvement:

Exceed Expectations
Areas of improvement:

Be Creative
Resources:

*Journal of Donor Relations & Stewardship*
  journaldrs.com or Amazon.com

*Intentional Stewardship - Julia Emlen*
  Amazon.com

*NACRO: Network of Academic-Corporate Relationship Officers*
  nacrocon.org

*Sponsorship blogs:*
  - Chris Baylis sponsorshipcollective.com
  - Jed Pearsall performanceresearch.com