Sustainable Stewardship Model

Awareness ----------> **Initial Gift** ----------> **Annual Giving** ----------> **Capital Campaign** ----------> **Endowment Planned Gift**

Have a clear message (good web site)
Introduce new donors to the organization
Local Media information
Share Research with people
Annual Meeting/Luncheon Invites
Connections from partners you work with

Database tracking has givers identified
Make a first time contribution to your organization
Consider website giving to connect (company matches?)
Leads to other persons/companies
Receives regular updates on the organization
Invites to events the organization sponsors

Regular annual giving club (100% Board participation)
Establish a legacy group of ex-board and other influencers
Provide planning/need information
Leads to other persons/companies
Receives regular updates on the organization
State, Local and Federal sources of funding identified

100% Board participation on the campaign
Commits to a major project/initiative
May be future Board candidate
Leads to other persons/companies
Receives regular updates on the organization
Naming opportunities identified to leverage gift

Established network of financial planners, etc.
Provides a Planned Gift for sustainability
May be future Board candidate
Leads to other persons/companies
Receives regular updates on the organization
Legacy gifts