

Stewardship Matrix

		Size of Gift					
		Tier 1		Tier 2		Tier 3	
		✓	✓	✓	✓	✓	✓
GIFT ACCEPTANCE	Gift Acknowledgement letter from staff or board	✓	✓	✓			
	Gift Acknowledgement letter from President/CEO				✓	✓	✓
	Thank you call					✓	✓
RECOGNITION	Annual lunch/dinner reception	✓	✓	✓	✓	✓	✓
	Listing in Annual report by giving level	✓	✓	✓	✓	✓	✓
	Highlight donors in newsletter		✓	✓	✓	✓	✓
	Membership in Society		✓	✓	✓	✓	✓
	Donor stories in annual report, website, magazine			✓	✓	✓	✓
	Donor wall			✓	✓	✓	✓
	Appreciation gift				✓	✓	✓
	Dinner or special event with President/CEO				✓	✓	✓
	Banner on website					✓	✓
IMPACT REPORTING	Update on use of gift			✓	✓	✓	✓
	Impact Report				✓	✓	✓
ONGOING ENGAGEMENT	Social media posts	✓	✓	✓	✓	✓	✓
	Newsletter	✓	✓	✓			
	Invitation to events			✓	✓	✓	✓
	Tours			✓	✓	✓	✓
	Media release/article (internal or external)				✓	✓	✓
	Solicit Advice				✓	✓	✓
	Annual/biannual visit by President/CEO and person of interest				✓	✓	✓
	Newsletter with personal note					✓	✓