

VOLUME 3

SOLUTION *of the* MONTH



Pledgemine is pleased to present our latest installment of the Solution of the Month program. This month, we are focusing on stewardship and the important role it plays in creating a meaningful and long-lasting relationship with a donor. Though often overlooked, stewardship is a crucial step in ensuring success in future giving campaigns for your college or university. With the support of a rapidly growing and highly innovative group of participating clients, Pledgemine's Solutions Library has become a vital stewardship resource for many colleges and universities.

The Solutions Library provides institutions with cutting edge ideas, inspiration, and execution of high-quality stewardship solutions to promote and facilitate strong engagement with alumni, parents, and friends. When your donor receives a high-quality, personalized communication

expressing appreciation for their gift, their connection to the university is strengthened and the likelihood of future giving increases. The outstanding examples provided in The Solutions Library ensure your college or university's stewardship message is unique, personal, and memorable.

We are pleased to award April 2016's Solution of the Month to Laura Gallardo and Molly Widdicombe at the University of Redlands. Laura and Molly recognize the value of stewardship and its benefit to an annual fund. On behalf of Pledgemine and The Solutions Library community, we'd like to express our appreciation to Laura and Molly for sharing the process and results of a highly collaborative and successful stewardship process.

VOLUME 3 SELECTION UNIVERSITY OF REDLANDS



BIFOLD CARD

FLAT: 7" x 10" FOLDED: 7" x 5"

Stock: 80# Cover Brilliant White Linen

PRESIDENT'S CIRCLE WELCOME CARD

UNIVERSITY OF REDLANDS



Laura Gallardo has been the **Director of Donor Relations** at the University of Redlands since 2014. She completed her undergraduate degree in English Literature and Religious Studies at the University of Redlands in 2003 and is honored to serve her alma mater in this current role.

Molly Widdicombe has held various positions in Student Affairs, Academic Affairs, and Advancement over the last 24 years. She has worked in educational sales and non-profit fundraising. Molly is currently the **Director of Annual Giving** at the University of Redlands after being Associate Director for a year and a half.

AN INTERVIEW WITH REDLANDS

LAURA GALLARDO & MOLLY WIDDICOMBE

Q Is this a different approach to stewardship than you've used previously?

A Yes, we have intentionally moved towards more collaboration between Annual Giving and Donor Relations. We want to be sure that our President's Circle donors know that their leadership gifts are greatly appreciated and therefore acknowledged in a special and personal manner. We refer to this piece as an exclusive "thanks on top," as it is sent in addition to our standard gift receipt and acknowledgment communication generated out of our Advancement Services office. This piece personally reinforces how much the University appreciates each member of our President's Circle and how much we value, not just their contributions, but their lasting relationship with Redlands.

Q Can you share the objectives you had for this stewardship piece?

A One objective was to elevate the brand of the President's Circle and emphasize the prestige of belonging to this valued group. There are five different card types, representing the five different President's Circle giving societies, based on a donor's level of giving. The signatory and language reflects those levels, which adds to the high personalization factor in this piece. We also want donors to connect their inclusion within the President's Circle to different communications they will receive after this stewardship piece (e.g., Thanksgiving stewardship, special event invites, etc.) Our goal is to increase retention among President's Circle leadership donors by letting them know what a positive impact they have on the University, and how greatly their gifts are appreciated.

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Q What influenced your decision to use this format? Did you have any constraints or challenges?

A The linen paper stock we selected for these cards is not used in any of our other current communications. The look and feel of this solution is an intentional “step above” our other communications, emphasizing the value and exclusivity of the President's Circle and its members.

Q How did this process differ from your previous strategy?

A Prior to this solution, a letter format was used. This communication is definitely of a higher quality and allows for a more personalized touch, while also making the stewardship process more efficient and streamlined.

Q Do you have any other noteworthy insights or conclusions related to this campaign?

A Each card is signed by hand including a personal note that specifically states a notable aspect of the donor's giving, i.e., number of consecutive years of giving, their chosen designation, whether they are parents, alumni, etc. We felt adding an additional level of hand personalization would emphasize the importance of the relationship, therefore strengthening the connection with each specific member of the President's Circle.