Why Stewardship? Stewardship and Donor Relations is the continuing relationship with the donor after a gift is made. It includes: thanking and recognizing, impact reporting, regular communication, preserving donor intent, and being accountable and transparent in fulfilling our commitment to donors. Engaging and retaining our current donors is part of our overall fundraising strategy. Even small improvements in donor loyalty have the potential to have a huge impact on the lifetime value of our donor base.*

We work in collaboration with the College's Advancement Officers, and divisions, departments, and centers, to ensure strategic stewardship for donors. Including, but not limited to:

- Develop tools and processes to acknowledge donor gifts and improve donor stewardship
- Ensure annual reporting to donors of endowments
- Report on impact to special donors populations
- Draft and manage gift agreements (endowments and current use funds)
- Suggest best practices to improve effectiveness of department stewardship

Contact the Team

Jill Doran, Director of Advancement Services
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Jill leads the Advancement Services Team and is responsible for developing data and technical systems that support principal gift and planned giving prospect management, and fundraising performance analytics. She also oversees Stewardship/Donor Relations activities.

Lianne Lindeke, Stewardship Manager
llindeke@uw.edu [3]; 206.616.5373
Lianne oversees stewardship initiatives for the college and manages the endowment creation process, including: drafting endowment and gift agreements, tracking already-established endowments and funds, communication with beneficiaries of those funds, and strategic stewardship to major donors. She also provides support to departments with their stewardship efforts and processes, suggesting best practices, efficient processes/tools and creative, personalized strategies.

Rebecca McIntire, Stewardship Specialist
rmcint@uw.edu
Becky creates weekly college-wide gift acknowledgements, coordinates endowed faculty appointment stewardship, and supports other content needs for donor stewardship. She can advise on donor acknowledgements, annual endowed faculty appointment letters to donors and the gift activity report process.


Source URL: https://admin.artsci.washington.edu/advancement-services-donor-stewardship

Links:
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[3] mailto:llindeke@uw.edu
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