



DONOR STEWARDSHIP MATRIX

\$100K+

\$50K+

\$10K+

\$1K+

\$1+

ACKNOWLEDGE

Acknowledgement Letter

Handwritten Thank You Note

Phone Call/Email from Board Member

Listing on Annual Report, Website

Gift Announcement (Social Media/Press)

INFORM

Newsletters

Personalized Update/ Impact Report

Program Stories, Photos, Videos

INVOLVE

Annual Check-In Meeting

Solicit Feedback (Surveys, etc.)

Volunteer Opportunities

Site Visit/Tour

CELEBRATE

Annual Event Invitation

Donor Appreciation Event

Holiday Card

	\$100K+	\$50K+	\$10K+	\$1K+	\$1+
Acknowledgement Letter					
Handwritten Thank You Note					
Phone Call/Email from Board Member					
Listing on Annual Report, Website					
Gift Announcement (Social Media/Press)					
Newsletters					
Personalized Update/ Impact Report					
Program Stories, Photos, Videos					
Annual Check-In Meeting					
Solicit Feedback (Surveys, etc.)					
Volunteer Opportunities					
Site Visit/Tour					
Annual Event Invitation					
Donor Appreciation Event					
Holiday Card					