



thankview



Post-Launch Docking Procedures

How do you do?



Tiffany Parry

Director of Engagement and Stewardship

tparry@flinthill.org

Agenda

- ▶ | Create a culture of gratitude
 - Personally thank Annual Fund donors
 - The shift to a Giving Tuesday thank you
 - Make stewardship a priority

- ▶ | What is Grateful Wednesday?

- ▶ | Q & A



Create a Culture of Gratitude

01.



What does a culture of gratitude include?

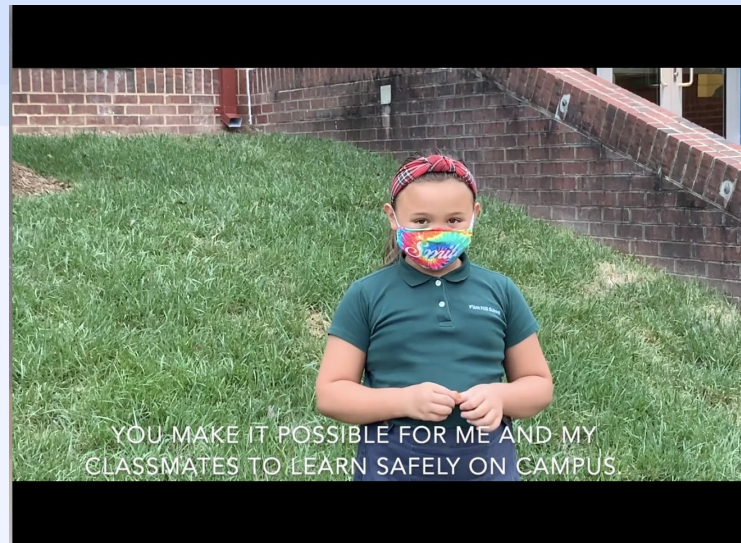
- ▶ It's not very different from the purpose of a stewardship program!
- ▶ Promptly acknowledge and thank
- ▶ Connect in a meaningful way
- ▶ Showing impact
- ▶ No one individual is responsible. We all are.
- ▶ Our actions and decisions create culture.



Graphic: [RNL](#)

Flint Hill School's Annual Fund Thank You Video

- Timing Strategy: emailed to donors one week after their gift was made.
- 1,455 total AF videos sent
- New for: 21.22: timing
- Generate data from a query pulling recent gifts



We are Joyful Rule Breakers

30 second videos may be best practice, but we do what is best for our donors.

- Longer videos
- Personalized messages
- Scenes from campus
- Ongoing feedback
- Metrics support/ refine your approach



Personalized Edition



What does personalization look like at Flint Hill School?

- Determined by Constituents and giving levels
- Selecting the the messenger is equally as important as the message itself.
- Who will mean the most for the donor to hear from?
- Relationships matter.



The Roadmap

Stewardship Matrix Guides Giving Tuesday Stewardship and Beyond.

21.22 Annual Fund (and non campaign) Gift Stewardship Grid			
	Gift of \$10,000+	Gift of \$5,000+	Gift of \$1,000+ (fac-staff and alumni-only \$500+)*
Trustees	Letter from Head of School (within 2-3 days)- hard copy Call from Head of School at time of commitment (within 1 week) Personalized Thankview from Chair Board Dev. Cmte., Dev. Cmte Chair (first choice; filming deadline: 1 week plus 2 days), Dir. of Dev. and Asst. Head for Inst. Advancement are next choice - sent 6-8 weeks from time of gift Individualized Stewardship Plan	Letter from Head of School (within 2-3 days)- hard copy Call from Head of School at time of commitment (within 1 week) Personalized Thankview from Chair Board Dev. Cmte., Dev. Cmte Chair (first choice; filming deadline: 1 week plus 2 days), Dir. of Dev. and Asst. Head for Inst. Advancement are next choice - sent 6-8 weeks from time of gift	Letter from Head of School (within 2-3 days)- hard copy Call from Head of School at time of commitment (within 1 week) Personalized Thankview from Chair Board Dev. Cmte., Dev. Cmte Chair (first choice; 1 week plus 2 days), Dir. of Dev. and Asst. Head for Inst. Advancement are second choice - sent 6-8 weeks from time of gift
Trustee Emeriti	Letter from Head of School hard copy (within 2-3 days) Call from Head of School (within 1 week) Personalized Thankview from a meaningful person (Board, Staff etc.) sent 6-8 weeks from time of gift Individualized Stewardship Plan	Letter from Head of School hard copy (within 2-3 days) Call from Head of School (within 1 week) Personalized Thankview from a meaningful person (Board, Staff etc.) sent 6-8 weeks from time of gift	Letter from Head of School hard copy (within 2-3 days) Call from Head of School (within 1 week) Personalized Thankview from a meaningful person (Board, Staff etc.) sent 6-8 weeks from time of gift
First-time Donor	Letter from Head of School (within 2-3 days)- hard copy Call from Head of School (within 1 week) First Time Donor Notecard /Pennant with Personal Note from appropriate Staff member (2-3 weeks) Personalized Thankview from Adv. Staff 6-8 weeks Individualized Stewardship Plan	Letter from Dir. of Dev.- hard copy First Time Donor Notecard /Pennant with Personal Note from appropriate Staff member (2-3 weeks) Personalized Thankview from Adv. Staff 6-8 weeks	Letter from Dir. of Dev.- hard copy First Time Donor Notecard /Pennant with Personal Note from appropriate Staff member (2-3 weeks) Personalized Thankview from Adv. Staff 6-8 weeks
Parents	Letter from Head of School hard copy (within 2-3 days) Call from Head of School (within 1 week) Personalized Thankview from Adv. Staff 6-8 weeks Individualized Stewardship Plan	Letter from Dir. of Dev.- hard copy Personalized Thankview from Adv. Staff 6-8 weeks	Letter from Dir. of Dev.- hard copy Personalized Thankview from Adv. Staff 6-8 weeks

Feedback

OMG that was the best ever! I am smiling through tears. Thank you so much for this Meredith

"What a great way to thank donors."

Just wanted to pile on... this is the best thank you ever..... great idea whoever thought this up!

"The Brown Family is so very happy to have become a part of the Husky Family."

Ok you got me... just had a lifer/senior "grab the tissues -here come the water works" moment.
Love, love, love the video.

What a sweet and thoughtful video from the Flint Hill community. 😊

Thank you for such a wonderful, heartfelt video! In turn, thank you for all you do for our children and the FH community!

Thank you for the awesome video!

Metrics

Metrics

YOUR DASHBOARDS

 Performance

 Fundraising

 Endowment

METRICS FILTERS

 All Time

All Campaigns ▼

All Types ▼

Create A Custom List

Export Metrics ▼

Total Sent: [12,487](#)

Unsubscribed: 42 (0.3%) | Spam Reports: 1 (0.01%)

Total Delivered: [12,363 \(99.0%\)](#)

Bounced: 124 (1.0%)

Opened: [8,174 \(66.1%\)](#)

*Industry Average: 22.71%



Clicked: [3,346 \(27.1%\)](#)

*Industry Average: 2.91%



Started Watching
[2980 \(24.1%\)](#)

Finished Watching
[2328 \(18.8%\)](#)

Total Views
[5024](#)

Average View %
[81.5%](#)

CTA Clicks
[169](#)

Shares
[46](#)

Downloads
[70](#)

Replies
[440](#)

Engagement Map

Shifting the Annual Fund Process to Giving Tuesday

- New campaign- landing page aligns with Giving Tuesday messaging.
- Giving Tuesday logo in the intro of the video.
- Addressing repeat FY donors: Donors received a personalized message with Giving Tuesday messaging, thanking them, but it did NOT lead into the standard video.



What can this look like for my team?

1. | Small Teams (1-3 team members)

- ★ Pre-record videos for every donor that has already given this fiscal year.
- ★ Use language to frame your message:, season of giving and gratitude.....
- ★ Eliminate day-of stress. Pull lists and record early
- ★ Sort your lists by first name- you may be able to use a video thanking “John”
- ★ Advanced Scheduling! Schedule these videos to be sent on Wednesday without any additional work that day!

2. | Medium-sized Teams (4-10 team members)

- ★ Sharing is caring. So is borrowing ideas. Take ours and make it work for you.
- ★ Attempt a more timely thank you specifically to Giving Tuesday donors.”
- ★ Make it a celebration! Coffee, treats, for your team, volunteers. We love a balloon or banner!



Sneak Peek of Grateful Wednesday

02.

**The Challenge: Personally thank your donors
within 24 hours.**

The logo for Grateful Wednesday is displayed on a dark purple rectangular background. The word "GRATEFUL" is written in large, white, bold, sans-serif capital letters. Below it, the word "WEDNESDAY" is also in white, bold, sans-serif capital letters. To the left of "WEDNESDAY" is a graphic of three overlapping hearts: a yellow heart on the left, a pink heart in the middle, and a red heart on the right, all with white outlines.

**GRATEFUL
WEDNESDAY**

Sharing our Collateral

- ▶ 19.20 [Giving Tuesday](#) (general video plus a special GT intro)
- ▶ 19.20 The [day after](#) Giving Tuesday (tweaked the special intro)
- ▶ 20.21 [General video](#) (year-round)
- ▶ 20.21 [Personalized](#) (special intro message)





Q & A

04.



