***Stewardship Plan:***

* Start with what has been done in years past—what has worked and what hasn’t?
* What can be done to improve? (COC Confirmation calls to COC donors from >5 years ago; individualized stewardship plans; more testimonials; etc.)
* Questions to consider🡪
  + - **Administrative practices**🡪 How are you tracking donor information and individual stewardship?; How are you keeping information gleaned through donor conversations; How will you ensure you are responsive to donor questions and issues?; Do all staff members understand how to appropriately treat donors?
    - Do you regularly **share the impact of your programs and services** with your donors?
    - How will you **further engage legacy donors** in the work of your organization?🡪Serve on committees; Host events; Be legacy ambassadors; Provide information on the impact annual gifts and endowment funds are having in the community and/or organization.
    - **Individual stewardship plans** which seek to deepen the relationship between the donor and the organization🡪 Choose 2-5 donors per year; Consider what you know about them and how you can build stewardship that is targeted toward what each one cares about.
    - **Legacy society:** What are your plans for the continuation/establishment of your legacy society? 🡪 How will you market your “society” to encourage more members?; How will you continue to show appreciation and gratitude to your members throughout the year?;
    - **Other questions**🡪
      * How can you steward legacy donors to inspire others to join?
      * How can your legacy society be “sought-after” in your org?
      * How can you integrate stewardship of legacy donors into broader stewardship operations of your org?