

Trustee Toolkit

To help meet Trustee-identified goals of increased donor retention and broadening donor base



Goals of Board

Increase mid-level individual donor retention from 74% by 2% annually from 2017 to 2019

Increase number of individual donors by 10% - approx. 100 donors – by 2018

Ways I can introduce new people to Washburn Center to reach my goal of 8 people

- [Provide general introduction](#)
- [Invite to a Healthy Kids – Healthy Communities tour](#)
- [Host a special tour for co-workers or friends \(scheduled at your convenience\)](#)
- [Arrange prospective donor lunch or coffee with Tom \(mutually agreed upon time\)](#)
- [Host a friendraising \(or fundraising\) event at your home, workplace, Washburn Center or other location](#)
- [Purchase golf foursome & invite guests to golf \(June 12\)](#)
- [Buy tickets & invite guests to Golf, Wine & Brew evening celebration \(June 12\)](#)
- [Host a “lunch and learn” at your place of employment or at Washburn Center to share our work with your colleagues](#)

Ways I can follow up with my 8 newly introduced people (or make connections with existing donors to increase retention)

- [Email video about Washburn Center](#)
- [Send handwritten, personalized thank you notes](#)
- [Share recent news or media articles](#)
- [Invite to like or follow Washburn on Facebook, Instagram, Twitter or LinkedIn](#)
- [Send a “client success story” to illustrate mission’s impact](#)
- [Make thank you/get-to-know-you calls. Ask prospects/donors about what motivates their giving, how they’d like to be communicated to, etc. \(send results to staff for database\)](#)

Ways I can ask individuals to be further engaged in our mission

- [Provide information for further engagement](#)
- [Offer hands-on volunteer opportunities: Golf Event \(June\); Washburn Games \(Sept.\)](#)
- [Encourage participation in the Golf Wine and Brew Celebration \(June 12\)](#)
- [Invite participation in drives: School Supplies \(July\), Winter Clothing \(Oct.\) or Holiday Gift \(Nov.\)](#)
- [Invite participation in The Washburn Games \(Sept.\) if they have children](#)
- [Offer a Washburn Center staff member to present at their place of business, church, social groups](#)
- [Invite the donor to share our work with their own network](#)
- [Make an ask for an upgraded gift with key messages provided by Dev team](#)
- [Send a personalized letter to ask for a gift](#)

*Sample text, documents and/or key messages will be provided by the Development/External Relations team