

# Summer stewardship starts now.

5 low-cost ways to strengthen donor relationships before your next fundraising appeal.

## Many nonprofits **lose half their donors every year.**

Often it's not because donors stopped believing in the mission.

It's because: They gave, they got a receipt, and they never heard from the organization again

**Stewardship fills the gap between gifts and future giving.**

## The 5 summer **stewardship ideas.**



Skip the corporate language

**Keep it personal:**

- Use their name
- Reference their gift
- Share key impact

**PRO TIP**

Send within 48 hours.



Tell a story, not a fundraising pitch

**Simple formula:**

- Current status
- Real story
- Donor impact

**PRO TIP**

No donation button required.



Call without an agenda

**Benefits:**

- Memorable
- Personal
- Free

**PRO TIP**

Even voicemail messages count.



Recognize their generosity

**Ideas:**

- Donor spotlight
- Newsletter feature
- Website recognition

**PRO TIP**

Always get permission first.



Create belonging

**Low-cost ideas:**

- Facility tour
- Volunteer day
- Virtual Q&A

**PRO TIP**

Inclusion builds connection.

## Stewardship is the **long game.**

Summer stewardship leads to:



Stronger donor relationships



Better retention



More referrals



Higher future giving

## Build donor relationships year-round.

BetterWorld helps nonprofits stay connected with supporters through fundraising, engagement, and stewardship tools – all without platform fees.

Learn more at [betterworld.org](https://betterworld.org).