Donor Stewardship Gifts

Purpose
The goal of a donor stewardship gift is to acknowledge a donor’s extraordinary milestone or celebrate an accomplishment. This includes the celebration of a large gift, a milestone birthday or anniversary, or a token in memory of an important donor, or a condolence.

Gifts should convey gratitude and acknowledgement, but it should not be extravagant or carry a tone that may lead a donor to think that UW Medicine buys expensive gifts with their donated funds. Donors are aware of “overhead” Advancement costs and would often prefer that we not spend the extra money on them, when it can go toward more valuable expenses that allow us to raise more money.

FLF managers and the donor relations team should weigh in on the appropriateness of a gift idea.

Types of Donor Stewardship Gifts
The donor relations team has an inventory of gifts that can be requested including hats, fleece jackets, tote bags, and thermal mugs.

The donor relations team can also coordinate with FLFs on special purchased items and personalized gifts such as a framed photo and memory box.

A photo of the inventory of gifts can be found on the UW Medicine Advancement intranet: https://www.uwmedadvintranet.org/other-resources/donor-relations-resources/ (scroll down to the “Gifts Available for Donors” section)

Process to request gifts
1. FLFs should reach out to their Donor Relations team partner on a request for a stewardship gift in their inventory or another type of gift idea.
2. The DR team will help brainstorm or approve the gift ideas.
3. If a new item is purchased, Jess Wang will need to sign the preapp for it. Either David or Jess can use their Procard to purchase the item.

Flowers and UW Athletics Tickets
Expanded guidance is shared on the next two pages for flowers and tickets to UW athletics games.
Flowers
We have a limited budget for flowers, so please evaluate when a personal handwritten card would deliver just as nice of a sentiment to a donor than flowers which could inadvertently send a perception of how we spend our budget.

Guidance on Flowers
- When we do order flowers, the cap on the bouquet cost should be between $40-55 dollars not including taxes or delivery.
- Flowers are more likely to be approved for our Medicine Laureates, Benefactors and Heritage Society members.
- In all cases, we should consider a personal hand-written card from FLF, leadership or faculty BEFORE considering flowers.
- If appropriate, FLFs may ask Departments to pay for full or partial flower orders.
- UW Medicine Advancement doesn’t pay for flowers that are solely from department/faculty, we must include Advancement or someone from the Fundraising or Medicine leadership team on the card.
- In lieu of flowers, if our variety of UW Medicine Advancement blank cards doesn’t meet the intent, then expenses for more personal (store-bought Hallmark style) cards will be considered. Please request permission from Natalie Rasmussen and CC Jess Wang to purchase one for reimbursement.
- For celebratory use of flowers or as a “thank you” we should consider sending one of the many UWM branded items that we have available in the office. Branded items are longer lasting and help build affinity generally better than flowers.

Please let me know if you have any questions. We are here to support your efforts and ensure donors feel valued and special by UWM.

Making Flower Orders
1. We typically use Ballard Blossoms [https://ballardblossom.com/](https://ballardblossom.com/) for local deliveries, and use a national flowers website like [http://www.Telaflora.com](http://www.Telaflora.com) for other areas.
2. Identify the arrangement between $40 - $55, before taxes and delivery fees.
3. Draft a message to print on the card – there is usually a very limited allowed characters so keep the message as brief as possible and sign as “Your friends at UW Medicine Advancement” rather than a long list of names to save space.
4. Share a link of the arrangement (and size), message, recipient’s name and address, and delivery date to your DR team partner and your Team RADMIN partner.
5. The Team RADMIN partner will create the final preapp and make the order using David or Jess’s Procard.
Tickets to UW Athletics Events

Background
UW Medicine Advancement has access to tickets to various UW sporting events to distribute to donors in support of stewardship efforts. Tickets are allotted from UW Medicine Strategic Marketing and Communications (SMC) by event. Parking is often included in the allotment.

The Donor Relations team determines how to distribute tickets among Frontline Fundraisers (FLF) for stewardship efforts. Management of tickets is coordinated by the Donor Relations team in partnership with partners at Husky Properties.

Unused Ticket Process
Occasionally FLFs are unable to find a donor to attend the sporting event. If an FLF has informed Donor Relations that they are unable to find a taker for the tickets the Donor Relations staff will first offer the tickets to other FLFs for their donors or faculty. If no other FLFs can find a donor the tickets can be offered via email for any staff member to use on a first come, first served basis.

If the FLF notifies Donor Relations of unused tickets less than 3 days ahead of the event Donor Relations will open the tickets up to other FLFs and staff at the same time.

If no one claims tickets for an event the tickets will remain unused and be disposed of.

Purchasing Tickets
If there are no tickets offered by SMC for donors, then generally, we will not purchase tickets for a donor.

An exception can be made with consultation by Natalie and senior leadership to weigh in.