

Sample Stewardship Matrix



	Activity	Timeframe	New Donors	Annual Donors	Major Donors	Long-Time Donors
Acknowledgement	Thank you Email	Within 5 Business Days	X	X	X	X
	Handwritten Card	Within 1 week			X	X
	New Donor Welcome Package	Within 1 week	X			
	Call from Board Chair	Annually			X	X
Reporting	Impact Report	Annually	X	X	X	X
	Testimonial Video	Quarterly			X	X
	Update on fund	Annually			X	
Recognition	Annual Report Donor Listing	Annually			X	X
	Donor Spotlight in Newsletter	Monthly			X	X
Engagement	Donor Appreciation Event Invitation	Annually	X	X	X	X
	Holiday Card	Annually			X	X
	Donor Survey	Annually			X	