



Dream Forward Stewardship Guide

Happy Dream Forward!

The Stewardship Team is here to help Organizations and IDC Pairs better thank and benefit their donors. Stewardship is the act of thanking and benefiting someone that helps you in some way, for our case here most of which is coming in the form of monetary donations. In this document we will include the benefits of stewarding, tips and tricks, as well as letter and email templates for you and your organization to use specific for Dream Forward.

Stewardship has been incredibly important to the THON community, and we are here to help you help the community that supports you.

Benefits of Stewardship

- ❖ Build a closer connection with your supporters
- ❖ Your supporters feel more appreciated
- ❖ Supporters are more likely to be repeat donors if personal connection is built
- ❖ Helps you and your organization better track donors

Tips and Tricks

- ❖ Keep track of donors, taking note of repeat and large donors
- ❖ Create Email, Letter, and Phone Thank You Templates to have a bank to use when donations come in
- ❖ Look into creating a specific benefitting structure for your large donors: i.e., Sending org merch, inviting them to join you at THON™ weekend, sending monthly organization updates about paired Four Diamonds Families and the THON™ Community

Email Template

Dear *(insert Preferred Mail Name)*,

My name is *[INSERT YOUR NAME]*, I am a member of *[INSERT ORGNAME]* benefitting THON. Thank you so much for your support of THON 2022! From October 25th to November 10th, THON™ aims to raise \$600,000 in our **Dream Forward Campaign** to unite for the shared dream of a day when no parent will ever hear the words “your child has cancer” Your donation becomes part of THON’s goal

to reach that Dream Forward total. Since 1977, THON™ has raised more than \$190 million for Four Diamonds at Penn State Health Children’s Hospital. This funding ensures that over 4,000 families impacted by childhood cancer never see a medical bill.

The THON Community and [INSERT ORG NAME] are so grateful for its incredible supporters, like you, who continue to support us in our pursuit of a cure. Because of your generosity, we can ensure that our families are supported throughout their treatment and beyond. Together we DREAM FORWARD!

For The Kids,

[INSERT YOUR NAME]



Written Letter Template

Dear *(insert Preferred Mail Name)*,

My name is [INSERT YOUR NAME], I am a member of [INSERT ORG NAME] benefitting THON. Thank you so much for your support of THON 2022! From October 25th to November 10th, THON aims to raise \$600,000 in our **Dream Forward Campaign** to unite for the shared dream of a day when no parent will ever hear the words “your child has cancer” Your donation becomes part of THON™’s goal to reach that Dream Forward number. Since 1977, THON has raised more than \$190 million for Four Diamonds at Penn State Health Children’s Hospital.

Thank you again for your support of THON and our mission. Together, we DREAM FORWARD!

For the Kids,

[INSERT YOUR NAME]

If you have any questions, comments, or concerns please reach out to the Stewardship team at stewardship@thon.org.