

End of Year Stewardship Guide

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.

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! Since 1977, THON™ has raised more than \$190 million for Four Diamonds at Penn State Health Children's Hospital. This funding ensures that over 4,800 families impacted by childhood cancer have never seen 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.

For The Kids®,

[INSERT YOUR NAME]

THON is a student-run philanthropy committed to enhancing the lives of children and families impacted by childhood cancer. Our mission is to provide emotional and financial support, spread awareness and ensure funding for critical research — all in pursuit of a cure.

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! Since 1977, THON has raised more than \$190 million for Four Diamonds at Penn State Health Children's Hospital.

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. Thank you again for your support of THON and our mission.

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.

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