

➤ Stewardship: The Cornerstone of Sustainable Fundraising

A
10%
increase in
donor
retention
increases the
lifetime value
of your donor
base by
200%

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Stewardship is more than a best practice—it's a philosophy. It's the understanding that generosity is not just about dollars raised but about the relationships built along the way. True stewardship recognizes that generosity takes many forms—time, talent, advocacy, and financial support—all of which are vital to sustaining a thriving nonprofit.

What Stewardship Looks Like in Action

Great stewardship isn't just about saying thank you—it's about deepening trust, demonstrating impact, and fostering long-term investment in a mission. Organizations that prioritize stewardship see stronger donor retention, greater community engagement, and a more sustainable future.

Take Meals on Wheels Senior Services of Rockwall County (MOWSS), for example. When MOWSS set out to build a new campus, they knew success depended on more than just securing funding—it required stewarding relationships at every level. They engaged donors as partners in the vision, provided transparent updates on progress, and celebrated milestones together. The result? A campaign that not only met its challenge grant goal but also strengthened its base of dedicated supporters who now feel personally invested in the organization's future.

Similarly, the Andy Roddick Foundation (ARF) exemplifies how stewardship extends beyond fundraising to building long-term community trust. Focused on expanding access to out-of-school learning opportunities, ARF invests deeply in its partners—parents, educators, and local organizations—ensuring that every dollar raised translates into meaningful, measurable impact. By consistently engaging stakeholders, sharing success stories, and maintaining open lines of communication, ARF has cultivated a network of champions who fuel its mission year after year.

These examples remind us that stewardship isn't just about fundraising—it's about building relationships that sustain and grow a mission. It's about forging connections that turn first-time donors into lifelong champions, volunteers into advocates, and partners into co-creators of impact. The most successful organizations don't just raise funds—they cultivate trust, inspire generosity, and invite their communities into a shared vision for the future. Because when stewardship is done well, philanthropy becomes more than a transaction—it becomes a movement.



