



Where Do You Stand?

Evaluate Your Current Gift Planning Program

Place a check next to the items that describe your program.

- I am able to describe to people why they should be passionate about our mission.
- We have prospect data on residence, age, loyalty and openness to relationship-building efforts.
- We reach out through direct mail.
- We communicate using email.
- We have a gift planning website.
- We are on social media such as Facebook, Twitter and Instagram.
- We often personally visit with donors and prospects.
- Our communication efforts are consistent.
- We communicate with a wide range of ages.
- Our communication is tailored by audience.
- We provide specific and compelling ways donors can support our mission.
- We report on our accomplishments and visibly show how donations are making a difference.
- We have a procedure in place for promptly thanking donors.



How did you do?

The more items you checked, the better positioned you are to uncover donor passion and advance the conversation with your prospects. Didn't check as many as you would like? The Stelter Company is available to help you take your gift planning program to the next level.

We Can Help

Let The Stelter Company assist you in taking your gift planning program to the next level. Contact us today to learn more about our services:

+ **Direct mail**

+ **Social media**

+ **Web**

+ **Printing**

+ **Email**

+ **Mail processing**



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