

Absolute Impact
CONSULTING

WELCOME



Freedom
School
Partners

Board Members

Absolute Impact

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WHO WE ARE | WHAT WE DO

A social impact advisory firm that helps nonprofits create equitable solutions to their most pressing challenges through capacity building.

AREAS OF EXPERTISE

- ✓ Development & Fundraising
- ✓ Strategic Planning, Impact, Growth & Scale
- ✓ Marketing & Communications
- ✓ Operational Alignment & Systems
- ✓ Equity, Culture, & Talent
- ✓ Board Governance, Training & Engagement

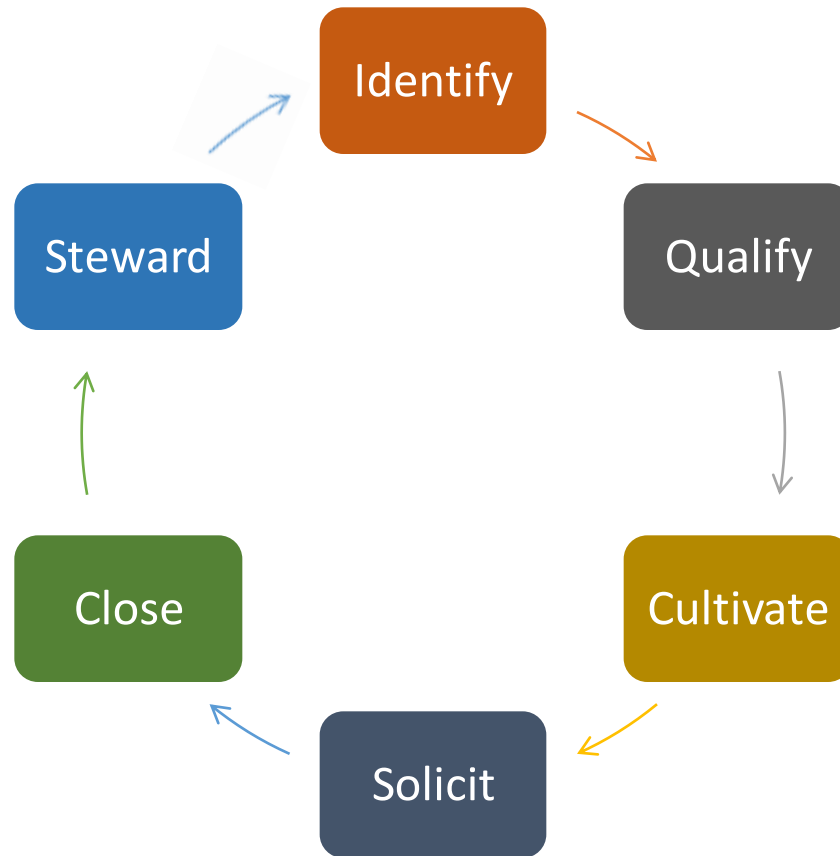
Board Development Objectives

By the end of this session, participants will:

1. Define stewardship vs. cultivation
2. Sign up for specific role(s) on the board
3. Engage with their board accountability team
4. Create a donor & prospect relationship map

Donor Stewardship

The Donor Lifecycle



Donor Stewardship Defined

Stewardship: The non-transactional touchpoints that build relationships & keep donors engaged.

Donor Stewardship

Intersections that Matter



Sample Stewardship Plan

Schedule of Interactions

	Action Item	Target Audience Segment	Timeline
PHASE ONE ONBOARD	1 Donation Processed	New & Renewed Donors	0 days-immediate
	2 Auto Receipt is emailed	New & Renewed Donors	0 days-immediate
	3 Thank you letter mailed from VP of Philanthropy	New & Renewed Donors	7 days
	4 Add member emails to Mailchimp	New & Renewed Donors	7 days
PHASE TWO STEWARD	5 Thank You call \$1,000+	New & Renewed Donors	14 days
	6 Invitation to CEO Coffee Hour	All Donors-Segment for each	monthly
	7 Thank you letter mailed from Board Chair and/or Board Member	\$25,000+ All donor sectors	quarterly
	8 Onsite Classroom visit	\$25,000+ Donors	semi-annually
	9 Philanthropy Impact Newsletter	All Donors+Prioritize BIPOC	quarterly
	10 Semi-Annual CEO Appreciation blast	All donor sectors	semi-annually
	11 Handwritten personal note	\$2,500+ Individual Donors	month 10
PHASE THREE SOLICIT	12 Auto renewal reminder email	Expiring Individual Donors	month 11
	13 Mailed reminder letter	Expiring Individual Donors	month 11
	14 Personal renewal reminder email blast	Expiring Individual Donors	month 12
	15 Renewal reminder phone call	Expiring Individual Donors	month 12
	16 Donation Renewed & Cycle Resumes	All donor sectors	month 12

Stewardship: Strategies for Board Members

Write handwritten thank you notes at an upcoming board meeting.

Call and thank them for their time, talent or treasures.

Choose 4 donors to steward and 4 prospects to cultivate throughout the year.

Invite them to a program tour to see the impact of our mission.

Build relationships over coffee and share our impact.

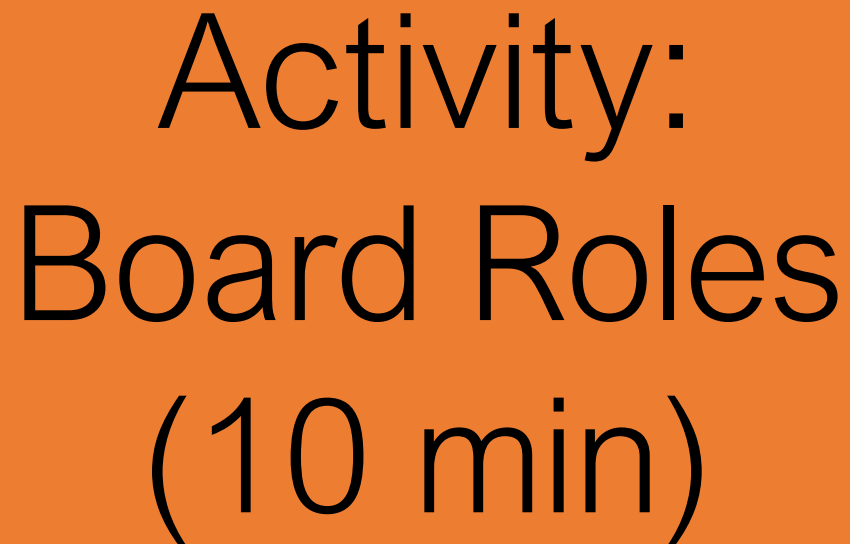
We ALL have different strengths—leverage each other.

Make an ask when appropriate and if comfortable.

Connect your contacts to internal staff.

The logo for Absolute Impact Consulting features the company name in a white, sans-serif font. The words "Absolute Impact" are stacked above "CONSULTING". The text is enclosed within a white rectangular frame that has a slightly irregular, hand-drawn appearance. The background of the top section is a dark, solid color.

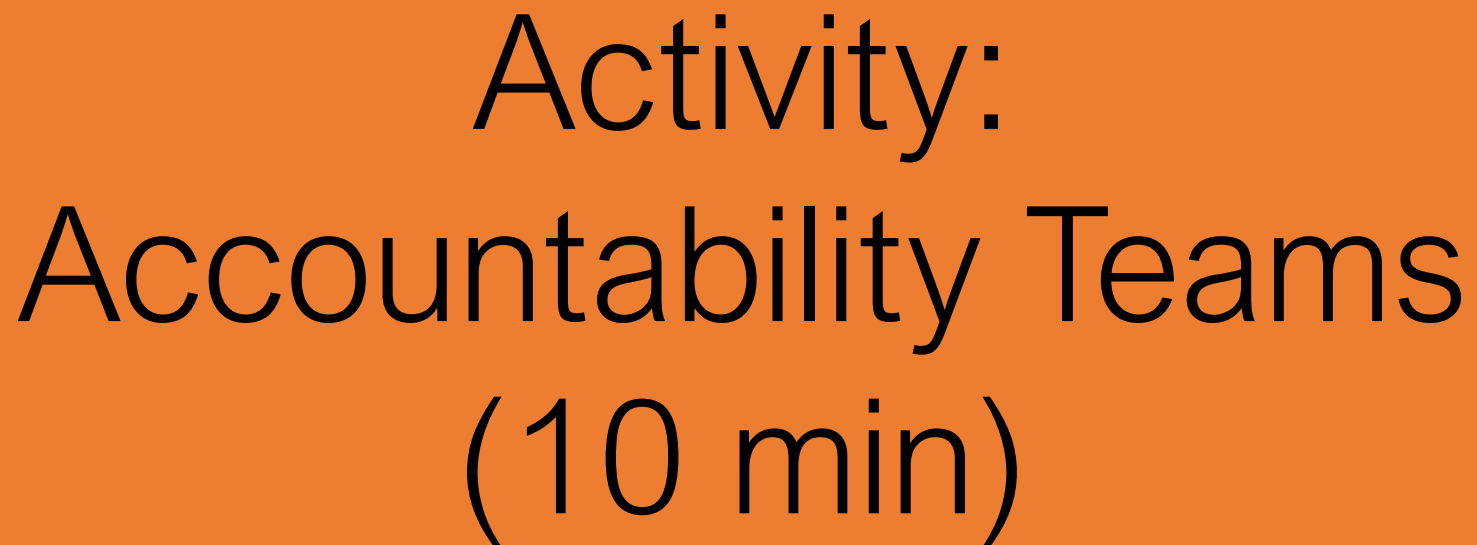
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The title for the activity is displayed in a large, black, sans-serif font. The text is centered on a solid orange background that spans the width of the slide. The background image behind the orange bar shows a modern office interior with a glass wall and a table.

Activity:
Board Roles
(10 min)

The logo for Absolute Impact Consulting features the company name in a white, sans-serif font. 'Absolute Impact' is on the top line, and 'CONSULTING' is on the bottom line in a smaller, all-caps font. The text is centered within a white rectangular frame that has a thin border and is slightly offset from the corners.

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The activity title is displayed in a large, black, sans-serif font on a solid orange background. The text is centered and reads 'Activity: Accountability Teams (10 min)'.

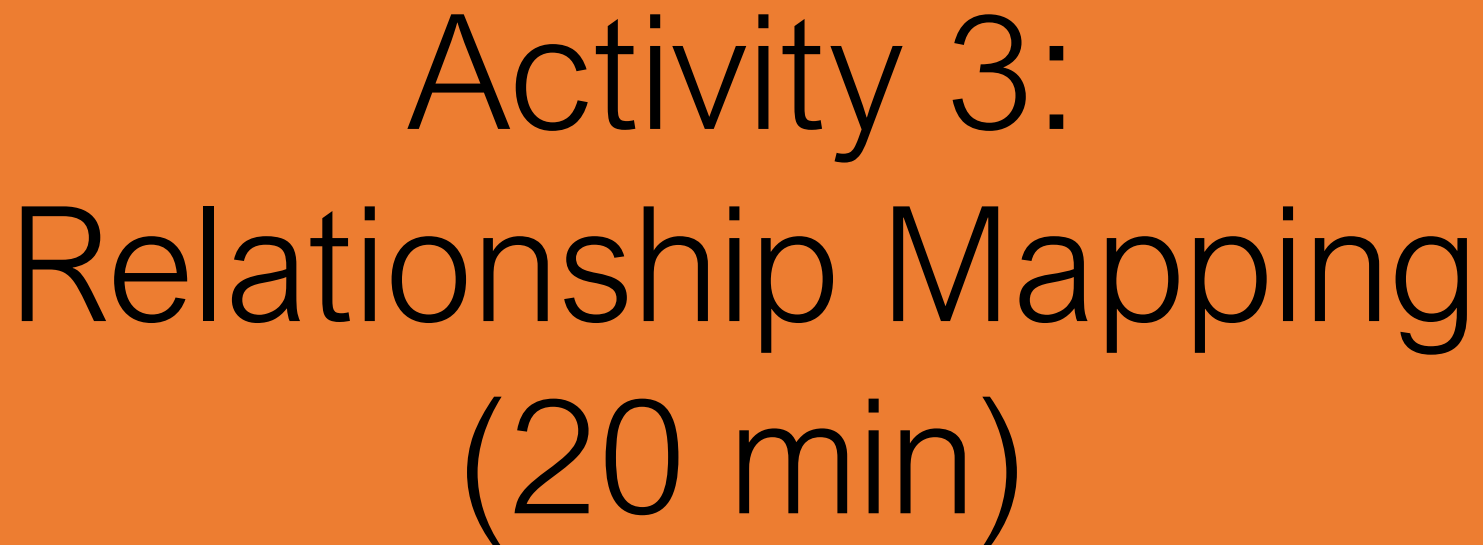
Activity:
Accountability Teams
(10 min)

Board Stewardship + Cultivation: Accountability Teams

The purpose of having an accountability partner is to:

- Provide **perspective**
- Monitor **progress**
- Encourage **proactivity**

Team Lead	1. Gigi Harris	2. John Lipe	3.	4.	5.
Board Members					

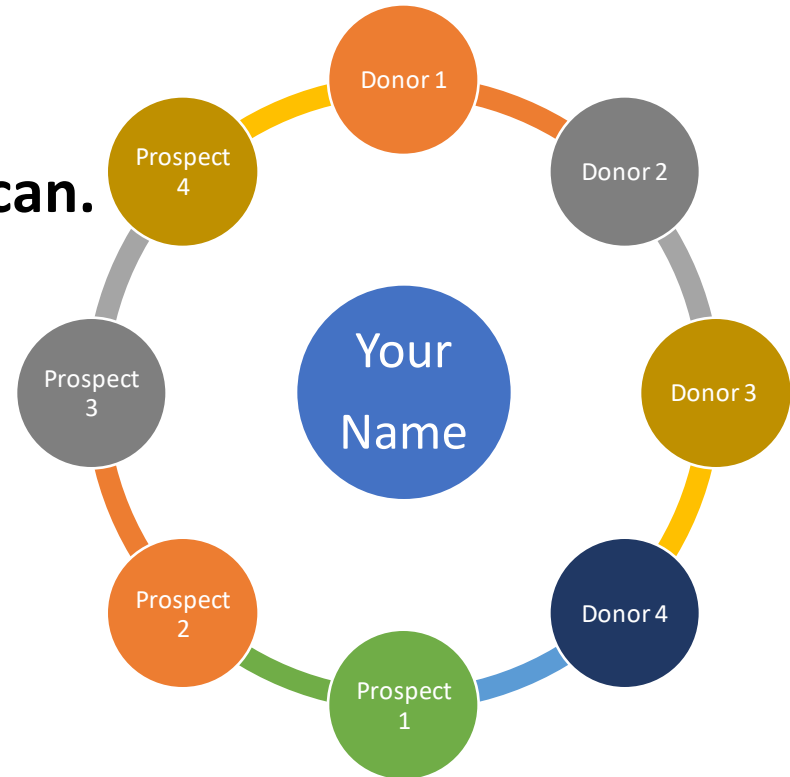
The title text is centered on a solid orange background. The text is in a large, black, sans-serif font. The background of the slide is a blurred photograph of a modern office interior with glass partitions and wooden tables.

Activity 3: Relationship Mapping (20 min)

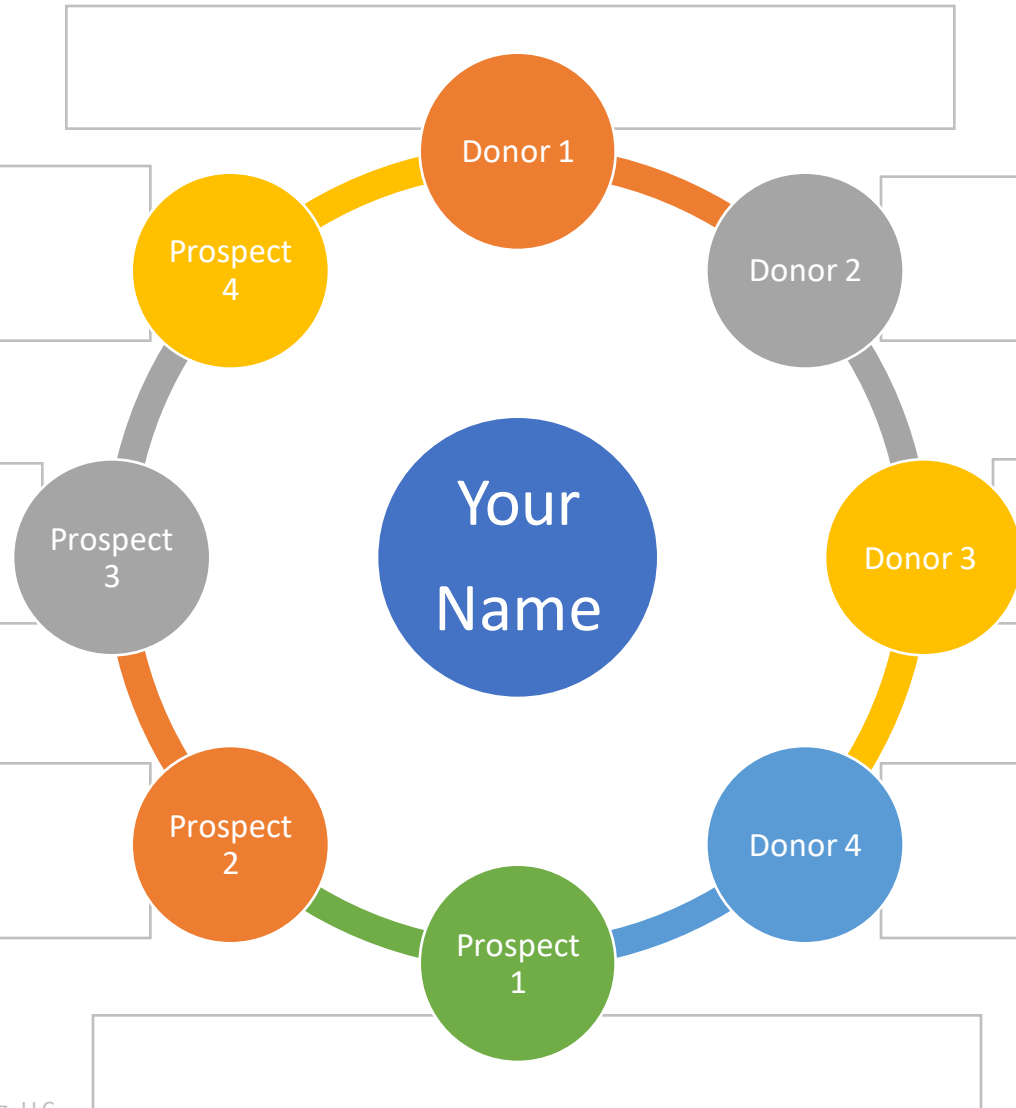
Board Relationship Mapping

**Complete your relationship map.
Fill in as much information as you can.**

- Who will I steward?
- Who will I cultivate?
- How much will I ask?
- When will I make the ask?
- What information do I have?
- Are they a current donor?
- Does the organization currently have a relationship?
- Who can I leverage to build this relationship or make the ask?



Template: Board Relationship Mapping





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Final Thoughts, Questions
+ Comments

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Witnie Martinez - Founder & CEO, Absolute Impact Consulting

Witnie Martinez is the Founder & CEO of Absolute Impact Consulting – a social impact advisory firm that helps nonprofits thrive through expert consultation and professional development.

Witnie thrives at the intersection of education, philanthropy, and leadership. For over a decade, her career has focused on generating revenue for multi-million-dollar operating budgets and campaigns, while building organizational effectiveness and brand awareness.

She holds an Ed.S. in Educational Leadership and a M.S. in Psychology—both from Nova Southeastern University; a certificate in Nonprofit Management from Duke University; and two Bachelor's degrees in Theatre and Health Sciences from Florida International University.



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