



# Stewardship: The Key To A Lasting Relationship With Your Supporters

Presented by:

Mary Ciricillo, Director of Development

Emily Delk, Director of Annual Giving & Donor Stewardship

Kelly Scott, Major Gifts Officer

# Learning Outcomes after participating...

- What is stewardship as it pertains to donors/supporters/volunteers
- Why stewardship is essential in our work
- How to steward our supporters successfully
- (flowers!)



Sunflower



# Donor Appreciation Day

## February 14



Daisy

Donor stewardship is the relationship-building process that starts after a donor makes a gift to your organization.

# Gift-cycle of a Donor

- Cultivate a donor by engaging their interest in your program
- Make an ask for a gift to support your work
- Acknowledge and thank the donor for their generosity
- Share impact so the donor sees how their gift made a difference
- Repeat!

## The Virtuous Circle







60% weeds

Dandelion



40% flowers

Zinnia

## Why stewardship is essential

- Giving should be more than a transaction
- Building lasting relationships with our supporters
- Retaining our donors and keeping the donor lifecycle going
- Average donor retention for non-profits is 40%

# Development Services Stewardship

- Acknowledgment letters/emails
- New Donor Welcome Packet
- Stewardship communications
- CA 4-H Foundation 'Alumni & Friends' and UC ANR 'Connected' eNewsletters
- Seed packets



Dahlia



A close-up photograph of several bright orange California poppies in full bloom, with some buds and green stems visible. The background is a soft-focus field of more poppies, including some purple ones.

## Successful Stewardship: Leveraging Current Communications

- Creating a stewardship piece
- Leveraging existing communications
- “You made a difference” messaging

California Poppy

Celebrating 70 years of research and learning

# Hopland Research & Extension Center

2020-21 Impact Report

UNIVERSITY OF CALIFORNIA  
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## Donors & Volunteers

Thank you to all who contributed to HREC in 2020!

A special thank you to our volunteer of the year:  
*Charles "Woody" Hudson*

Tamara Adams	Brook Gamble	Scott Mahoney	Amanda Rearden
Finn Addison	George Gibbs	Meyo Marrufo	Jennifer Riddell
John T. Bailey	Frank Ginotti	James Mastin	David Riemenschneider
Jane Ball	Sara Hadley	Mary Mayeda	Karen Rifkin
Daniel M. Baxter	Geoff Heinecken	Alex McInturff	Susan Schmirll
Susan Billy	Frances Hellman and Warren Breslau	Barbara McLean	Suzanne Shippey
Ramón Billy, Jr.	Richard Henderson	Janet McLeod	Mackenzie Skye
Debbie Bradford	Ann Hershberger	Helen Menasian	Sherrie Smith-Ferri
Carre Brown	Cathy Hessom	Katherine Merwin	Jeannette Thorpe
Laura Buckner	Charles N. Hudson	Melea Meyer	Patricia Tilley
Robert and Joann Calson	Andrew Jahn	Lawrence Mitchell	Sally Underwood
Campovida	Ingrid Johnson	Eileen Mitro	Jenny Vagt
Rachel and Emilio Chavez Morgan Clark	Bob and Beth Keiffer	Cathy Monroe	Chuck Vaughn
David Crew	Charlie and Joan Kelly	Patricia A. Murphy	Elizabeth I. Weeks
Kelly Dozois	Alison Kent	Lynda Myers	Ilene Weeks
Ellen Eich	Joan Keyes	Joe Neary	Loraine Wilder
Karen Ellsworth	Janet King	Laura Nicoletti	Stephany Wilkes
Valerie Eviner	Lorna Krkich	Kathy O'Leary	Bobbie Yokum
Laura Fogg	Kent Leland	Larry Olson	Jeanne Yttreness
Roger Foote	Steve Lincoln	Steven Prochter	

## Partners

California Conservation Corps	KZYX Mendocino County Public Radio
California Native Plant Society – Sanhedrin Chapter	Mendocino County Cooperative Extension
California Naturalist	Mendocino County Resource Conservation District
California Wool Growers	Mendocino County FireSafe Council
Community Foundation of Mendocino County	Mendocino 4-H Youth Development
Fibershed	Peregrine Audubon Society Ukiah
Hopland Band of Pomo Indians	Safari Club International
Kiwanis Club of Ukiah	

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# Hopland Scholars

In 2020 we launched “Hopland Scholars,” a philanthropic initiative to support and expand scientific inquiry and discovery at HREC.

We define a Hopland Scholar as anyone who wishes to learn at HREC, from the kindergartner meeting our lambs to the PhD candidate learning about the impacts of megafires on wildlife.

We value life-long learning and want to seize the opportunity to advance scientific literacy and development in our community. This initiative seeks to remove the financial barriers that might limit access to HREC programming and services.

**Donors have generously supported our Hopland Scholars program with over \$19k in gifts.**

## Citizen Science

Taking notice of the seasonal cycles of plants and animals as our climate changes requires commitment and keen observation. A group of dedicated volunteers at HREC have been visiting 30 individual plants across the site since 2016 to record observations of seasonal changes such as time of flowering, fruiting, or leaf drop. This data is shared with the National Phenology Network and is freely available to researchers studying the impacts of climate change on our ecosystems.

Volunteers at HREC have collected over 23,700 observations since the phenology project began in 2016. This kind of long term data can be used to monitor the impacts of climate change on plants and animals in the United States.

## Sustainable You! 4-H Summer Camp

Twenty six campers attended the two camps, each of which allowed campers to enjoy five days of outdoor experiences, hiking, and connection to both the natural world and HREC research studies. The camp focused on sustainability, with days spent considering our use of air, water, food, energy, and land resources. Scholarships were offered to families to support access for their children.



*“Once my daughter knew that camp was happening this year she tried to earn some money by doing art commissions. The partial scholarship has made a big difference to us. Thank you! My daughter doesn’t make many social connections but Sustainable You! has been very important to her!”*

Sustainable You! Participant’s Parent

*“HREC offers unique opportunities for both young and old to enjoy to the wonders of nature. I sincerely appreciate the generosity of those who provide the financial support that enables the sharing of HREC’s jewels of nature.”*

Family pod lambing visitor, HREC 2020



# Successful Stewardship: Events & Programs

- Hands-on experience
- Emotionally satisfying
- Public recognition



Orange Blossom



# HELP US, HONOR JOHN

## JOHN PEHRSON TRIBUTE

As we work to meet the challenges of the California Citrus Industry, we honor those that have brought us to where we are today.

One such individual is **John Pehrson**. Throughout his 40-year career with UC Agriculture and Natural Resources as a farm advisor and horticultural specialist, John exemplified the qualities of a model extension agent, curious researcher, and master teacher.

John grew up on a citrus farm learning first-hand about wind machines and smudge pots to protect their fruit from freezing weather. He received his soil science degree from UC Berkeley and worked as a soils scientist mapping San Joaquin Valley soils.

In his roles as advisor and specialist, John Pehrson provided much needed citrus advice to the citrus industry on a wide variety of topics, including soils, rootstocks, fertility, entomology and irrigation problems. He was well-known for his teaching skills, holding numerous citrus field days and meetings, as well as producing a popular newsletter for growers.

In the area of research, he studied water management using microsprinklers when they were first introduced to the citrus industry. He also developed methods for estimating the water requirements of orchards using evapotranspiration (ET), tree canopy size and weather conditions. By these studies he was able to teach growers how to put the water in the "right place at the right time."

An area of extension outreach he was very proud of was using the research of Embleton and Jones on citrus nutrition to introduce Orange County growers to leaf analysis as a guide for citrus fertilization. In the central valley, he introduced growers to the 'Lane Late' navel developed by Bill Bitters and so helped to expand the navel market.

Growers note the fact that he was extremely observant when walking through groves and often saw things they were not aware of. He earned the highest respect of the citrus industry because of his wealth of knowledge, his very practical approach to solving orchard problems and his ability to communicate that information.



John E. Pehrson

**"WHILE WALKING YOUR ORCHARD, JOHN NOTICED EVERYTHING AND CAUGHT THE LITTLE THINGS GROWERS OVERLOOKED"**

GROWER, TOM DUNGAN

Make your gift in honor of John

*Donate Today*

[WWW.LINDCOVECITRUS.COM/PEHRSON](http://WWW.LINDCOVECITRUS.COM/PEHRSON)

For more information contact:

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Major Gifts Officer  
UC Agriculture and Natural Resources  
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916-402-8773

Lindcove Research and Extension Center is a part of the **Regents of the University of California** a 501c3 non-profit organization and our tax ID number is 94-6036494. Donations are tax-deductible to the full extent of the law.



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*You did it  
Now let's celebrate*



Sweetening the  
*Future of Citrus*  
at Lindcove



- Special event follow up email to all donors
- Future donor communications will feature how their donations are being put to good use at Lindcove

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## Citrus industry honors longtime UCCE citrus expert John Pehrson

Oct 29, 2021 📁 Agriculture



John Pehrson poses outside UC Lindcove Research and Extension Center's John E. Pehrson Hall, dedicated in his honor.

It's been 30 years since John Pehrson retired as a University of California Cooperative Extension citrus specialist, but he left such a lasting impression on the citrus industry that his work is still revered.

**Related News**

[Special education students cultivate farm skills at South Coast REC](#)  
Feb 3, 2022

[UC Davis team identifies wheat gene that increases yield](#)  
Feb 2, 2022

[Documentary explores the origins of whole orchard recycling](#)  
Feb 2, 2022

[Lessons on wildfire](#)



# Supporting Donor's Passions: Ironstone Concours Event



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# Leveraging Existing Programs: State Leadership Conference



Annual 4-H Alumni & Friends Night Out





# Leveraging Local Events & Programs



Good way to  
engage  
volunteers  
and  
community

Opportunity  
to showcase  
sponsors

Opportunity  
to network





## Successful Stewardship: Reporting impact

- Staying connected with your supporters
- Prevent donor attrition
- Build multi-year support
- Impact Reporting

Cosmos





# COSMOS

California State Summer School  
for Mathematics and Science

**We have lift off!**



Dear Ying,

Yesterday, we greeted 745 students as they embarked on their COSMOS journey. A whole host of emotions filled the opening ceremonies at UC Davis, UC Irvine, UC San Diego, and UC Santa Cruz. Students were excited, curious and a little timid, parents were learning to let go, and program instructors were eager to start sharing their passions.

You are receiving this email because your generosity plays an important role in fueling this journey. Donors like you open doors to new possibilities. You provide accessibility, inspiration, and motivation to young people who yearn to grow and challenge themselves.

Your gift has a tremendous impact on the program. For example, this year charitable contributions helped fund 126 student scholarships, a new cluster called "Robot Inventors", and vital support for our high school teacher fellow program.

We simply could not do this without you, thank you!



**Brian Hart**  
UC Irvine Teacher Fellow

## Featured Grant Recipient

**Teacher Fellow:** Brian Hart, UC Irvine

**Equipment:** MakerBot Replicator Desktop 3D Printer

**COSMOS Connection:** Students in Cluster 1 (Engineering) used software to design custom parts that were 3D printed as airplane parts.

**Objective:** After his summer spent at COSMOS, Brian Hart (UC Irvine) will help aid in educating his students about the engineering and test robots.

**Impact:** His robotics team has learned how to create and assemble working gears. Each team also designed a name plate for their printer. Several students have delved further into 3D modeling and printing. Brian reports "It is incredible to see the creativity of our students and their creation come to life on the printer."

In 2016, thirteen COSMOS Teacher Fellows were selected. Teacher Fellows are eligible and encouraged to apply for this award by 11th at 6pm. Contact [cosmos@ucop.edu](mailto:cosmos@ucop.edu) for more info.



Robotics Club pictured with their desktop 3D Printer.



# FOREVER 4-H ENDOWMENT



\$25M

GOAL: \$25 MILLION IN ENDOWED FUNDS FOR LOCAL 4-H AND STATEWIDE PROGRAMMING.

Empower young people to become True Leaders who drive positive progress in California, and face the challenges the future will bring to our water, our food, and the necessity for technological advancements. The future of our state depends on the True Leaders of 4-H. Be there for them today so that they will have the skills when you need them tomorrow.

TRUE LEADERS ARE YOUNG PEOPLE WHO HAVE CONFIDENCE, WORK WELL WITH OTHERS, ENDURE THROUGH CHALLENGES, AND STICK WITH A JOB UNTIL IT GETS DONE.



# DREAMING OF A 4-H THAT WILL LAST FOREVER

We want to thank 4-H Alumnus Bob De... wife, Pat, for their support to California... legacy started with the establishment... California 4-H endowment and a dream... 4-H last forever. Today we honor the... with the Forever 4-H Endowment initi...

WITH YOUR SUPPORT  
WE CAN REACH OUR GOALS  
PROVIDE 4-H FOR EVERY GENERATION



LEAVE YOUR LEGACY BY BEING  
TO A FOREVER 4-H ENDOWMENT

For more information and to learn more...

FOREVER4H.ORG

## UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources

### Forever 4-H Santa Barbara County Endowment Endowed Fund Activity Report July 1, 2020 – December 31, 2021

Assets of the University of California Division of Agriculture and Natural Resources (UC ANR) including all 4-H Youth Development Program endowments are held, and invested by the University of California Regents, the governing body of the University. All University endowed funds are invested under the leadership of the Chief Investment Officer, UC Investments, through the General Endowment Pool (GEP). The General Endowment Pool is the primary investment vehicle for endowed assets and is a balanced portfolio of equities, fixed-income securities, and alternative investments in which all endowments participate. As of June 30, 2021, the market value of the GEP was approximately \$19.7 billion with an endowment return for the year at 33.7%. As of December 31, 2021, UC ANR has 82 endowments currently valued at over \$336,610,020 with estimated annual payouts of more than \$10 million. More information about the performance of the General Endowment Pool in 2021 is available [here](#).

The Forever 4-H Santa Barbara County Endowment was established in June 2019 with an initial gift in the amount of \$25,000.

Market Value as of December 31, 2021

\$157,753.99



# The making of a True Leader



“4-H has helped me develop leadership skills by giving me a chance to be president of the club. With that opportunity, I was able to run the club, travel, and give speeches to many people.”

Melina Granados, President  
Eastside Eagles 4-H Club





## College & Career Readiness

83% youth report that 4-H  
helped identify a career that  
is a good fit.



## Successful Stewardship Tools:

- eNewsletters
- Thank You letters
- Note cards
- Emails
- Photos
- Social media shout outs
- Annual reports
- Videos
- Events



Camellia



# Improving Stewardship: Takeaways

- Review current stewardship efforts
- Leverage existing communication tools and programming
- Be intentional about scheduling time to strengthen relationships
- Personal, timely and demonstrate impact



# THANK YOU

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