

Steward Your Donors As If They Were Superstars!

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Webster's Definition

- **Su-per-star**
- *noun* \sü-pär-stär\
 - **Definition of SUPERSTAR**
 - 1: a star (as in sports or the movies) who is considered extremely talented, has great public appeal, and can usually command a high salary
 - 2: one that is very prominent or is a prime attraction <a diplomatic *superstar*>
- — **su-per-star-dom** \-dəm\ *noun*

- **Synonyms:** big name, cause célèbre (cause celebre), celeb, figure, icon (ikon), light, luminary, megastar, name, notability, notable, notoriety, personage, personality, somebody, standout, star, celebrity, VIP
- **Antonyms:** nobody, non-celebrity

Superstar

featuring Matthew Santos, Lupe Fiasco

If YOU are what you say YOU are!!!

HAVE NO FEAR THE
CROWD IS HERE!

Creating A Culture Of Philanthropy

- Lead By Example
- Everyone on staff is a fundraiser/story teller
- Develop a Culture of Philanthropy
- Being committed to your mission
- Stewardship is not a Thank You
- Cultivation is the beginning of the relationship

5 tips (points) to a Superstar

- Cultivate Individuals – not groups.
- Keep it new and exciting!
- Always walk away with something new.
- Track every conversation.
- Explain your priorities.

Superstar Fundraisers
generate
Superstar Donors
who generate
Superstar Gifts
to support the
mission of your
organization!

May your stars shine bright for
the work you do!