



NONPROFIT TRAINING LEAD
Lauren Winther-Hansen

CO-PRODUCER,
NONPROFIT STORYTELLING CONFERENCE
Joshua Alcorn

WHY PRINT STILL WORKS

Why print is an excellent stewardship tool!

April 8, 2026



Introductions



Nonprofit Training Lead
Lauren Winther-Hansen



Co-Producer, Nonprofit
Storytelling Conference
Josh Alcorn

What we'll cover today

1. Why stewardship matters
2. Leveraging print for stewardship
3. The importance of storytelling in stewardship
4. The essential “Before and After” story
5. Examples
6. Q&A

Housekeeping

1. This session is being recorded
2. The recording will be available here later today
 - Later this month, we'll add it to the Learning Hub (accessible in your Partner Portal)
3. The slide deck can be downloaded below
4. This session is CFRE-approved for 1.0 continuing education credit
5. Posting about the session on LinkedIn? Use #StewardshipSummit

Lauren's definition of stewardship

Stewardship is a relationship-building process that begins once a donor makes a charitable gift or discloses a gift intention



Josh's definition of stewardship

Stewardship is everything you do to make donors glad they gave, and to prove you're worth trusting with another gift



Why stewardship matters

- Donors who know their gift made a difference **give again**
- Donors who don't **quietly disappear**



Not just for major donors

Stewardship is for mass donors, too!

- **Mass donors** →
Print and digital stewardship
- **Mid-level donors** →
Print, digital, and some personal stewardship
- **Major + planned gift donors** →
Print, digital and robust personal stewardship



Leveraging print for stewardship

What do we mean by “print”?

Anything shared with donors in hard copy, either by direct mail or in person

Why print works

Trustworthiness

56% of donors think print is the most trustworthy of all marketing channels

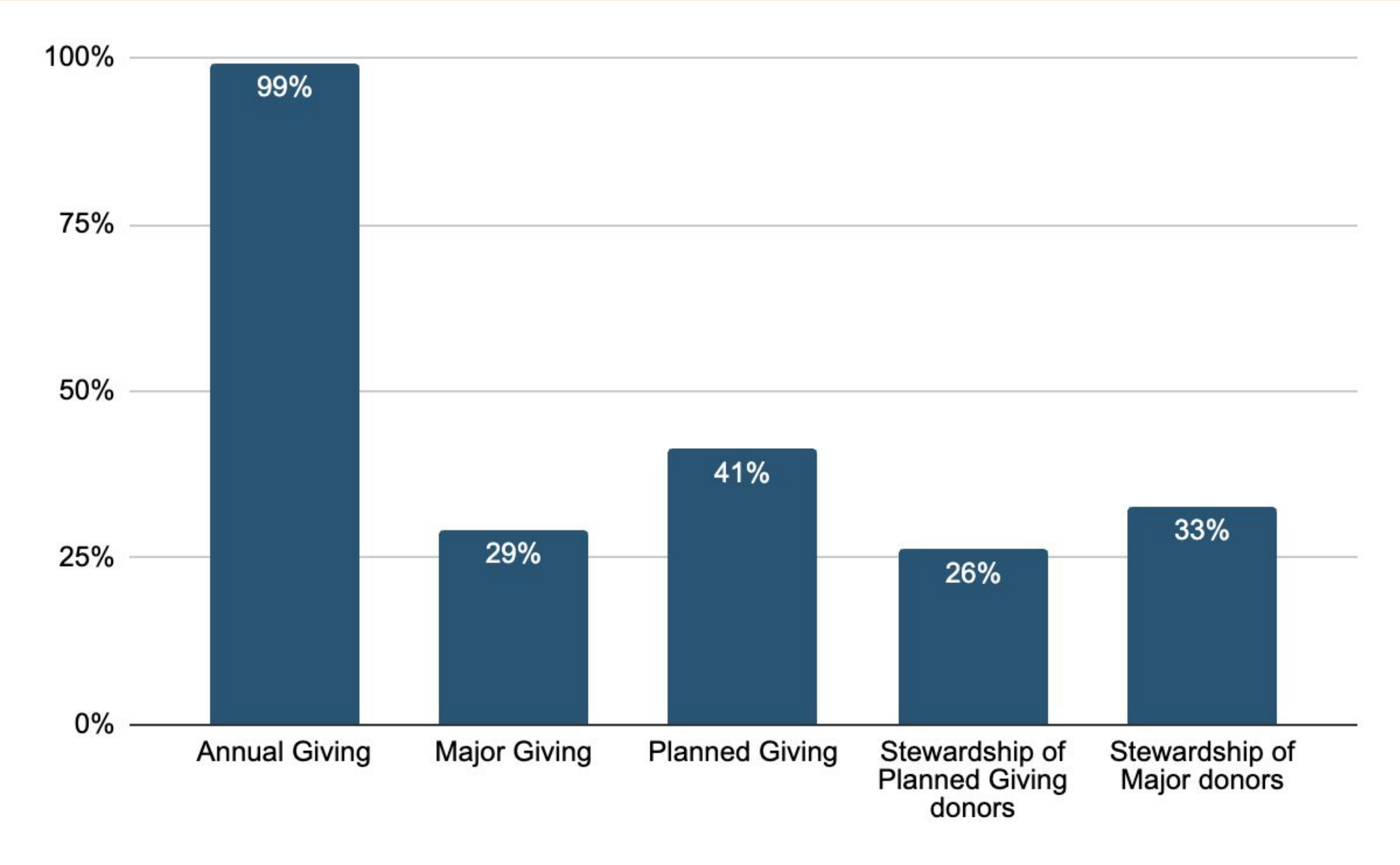
Personal Connection

67% of people feel print provides a more personal connection vs. the internet

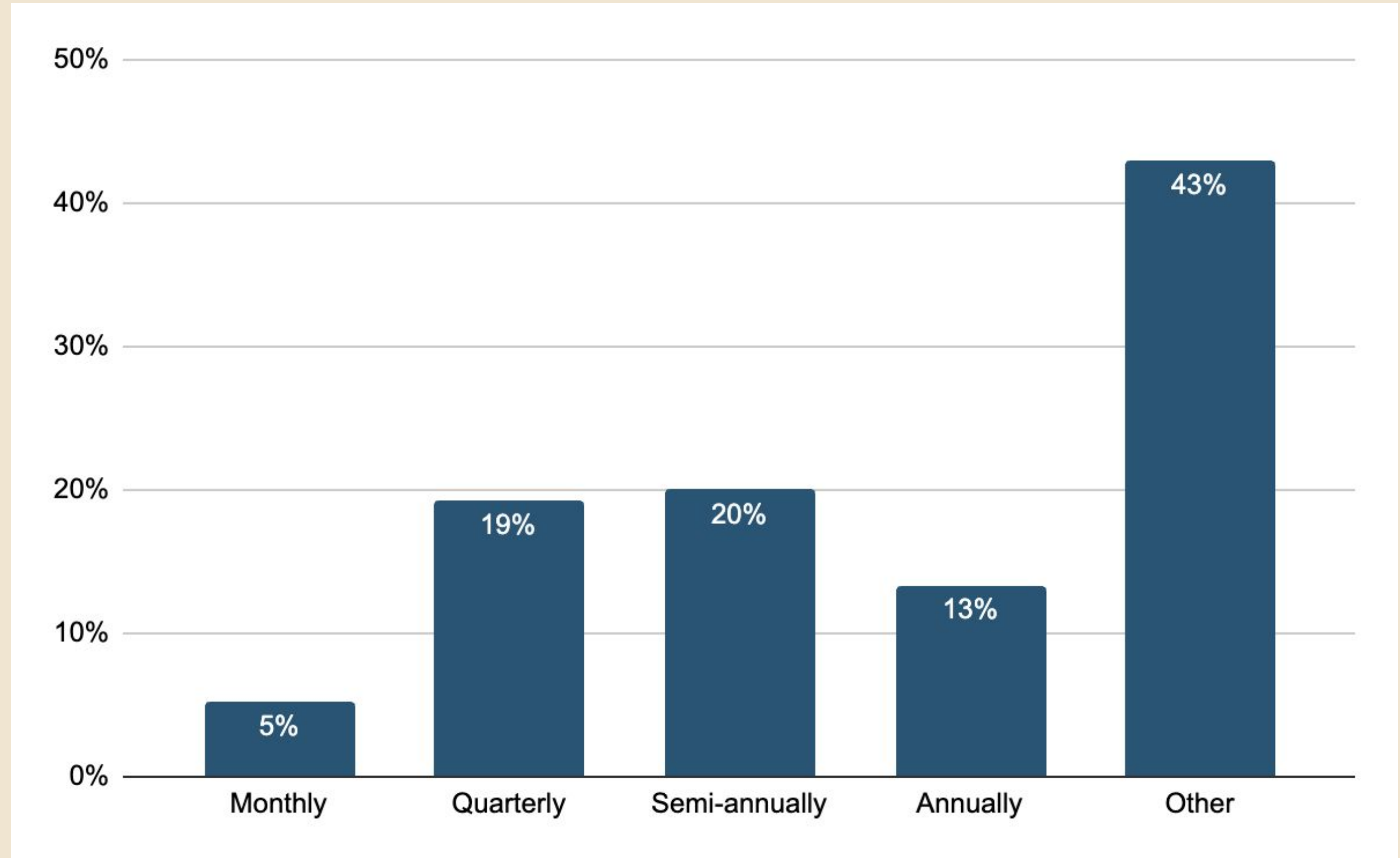
Physical Presence

- Our brains have an easier time remembering tactile objects
- We read one piece of mail at a time without the distraction of ads, open tabs, etc.
- People spend 39% more time looking at a piece of direct mail than an email, and often keep it

What do you use direct mail campaigns for?



How frequently do you send direct mail for purposes other than fundraising appeals?



Storytelling in print stewardship

What do we mean by
“storytelling”?

Storytelling is what happens
when you replace “We helped
500 families” with “Let me
tell you about Maria.”

Why storytelling works

Emotion

Stories are better than data at creating emotion. Story-based stewardship makes donors feel good and have warm, fuzzy feelings about giving to you, which can lead to more gifts.

True Impact

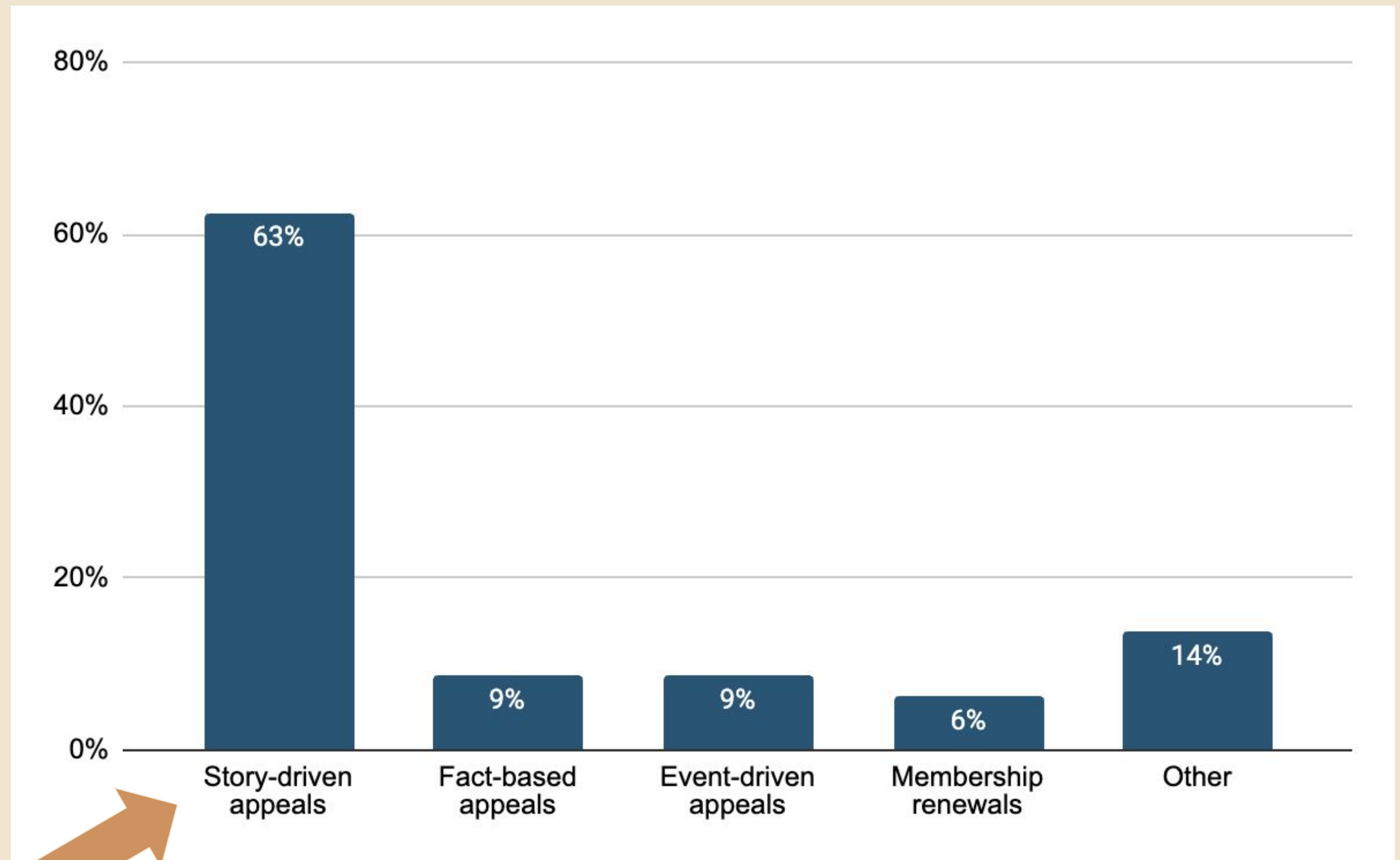
Good stories make it clear to a donor that her gift mattered. When that’s known, she’s more likely to give again. This is donor retention in a nutshell!

Trust

It transforms abstract data and statistics into compelling, emotional narratives that foster empathy, trust, and action.



What has been the most successful type of direct mail appeal for your organization in the past?



The best stewardship starts with a special kind of story: a **Before + After Story**

- What life was like **BEFORE**
- What life is like **AFTER**
- Because the **DONOR** made a gift

The greater the distance between the **BEFORE** and the **AFTER**, the more impactful the donor feels her gift was

Example #1

Afterschool Creative Writing Program

The Before: Marcus was 11 years old and failing English. His teacher described him as "checked out." He spent afternoons alone at home, and nobody in his life thought he had much to say.

The After: Marcus just won his school's writing contest. He read his story – about his grandfather – aloud at the spring assembly. He's already working on his next one.

The Donor: Your gift opened the door for Marcus to find his voice and begin writing.



Example #2

Alzheimer's Association

The Before: When Linda's husband was diagnosed with Alzheimer's, she didn't know where to turn. She felt helpless and alone, missed doctor's appointments, and told her kids she was fine.

The After: Linda is in a caregiver support group now. She has a plan. She told our counselor last month that for the first time since the diagnosis, she feels like herself again.

The Donor: Because of you Linda has somewhere to go when she has a question – and she has a community to support her.



Example #3

Historic Quilt Museum

The Before: Forty-seven Civil War-era quilts were sitting in storage, unseen, uncatalogued, and at risk of deterioration. Most people didn't even know they existed.

The After: Today those quilts have been restored and are on display! Every day, school groups, historians, and families see the quilts. One woman came in last month and recognized a pattern her great-great-grandmother had described in letters.

The Donor: Your gift made the restoration (and the exhibit) possible. You didn't just preserve quilts – you preserved the stories stitched into them.



Where to tell a Before + After Story

- In four-page printed **newsletters**
- In a **Donor Reporting Letter**
- In **legacy donor welcome packets**

You can also tell these stories face-to-face with major donors or in e-stories



Examples (shared live)



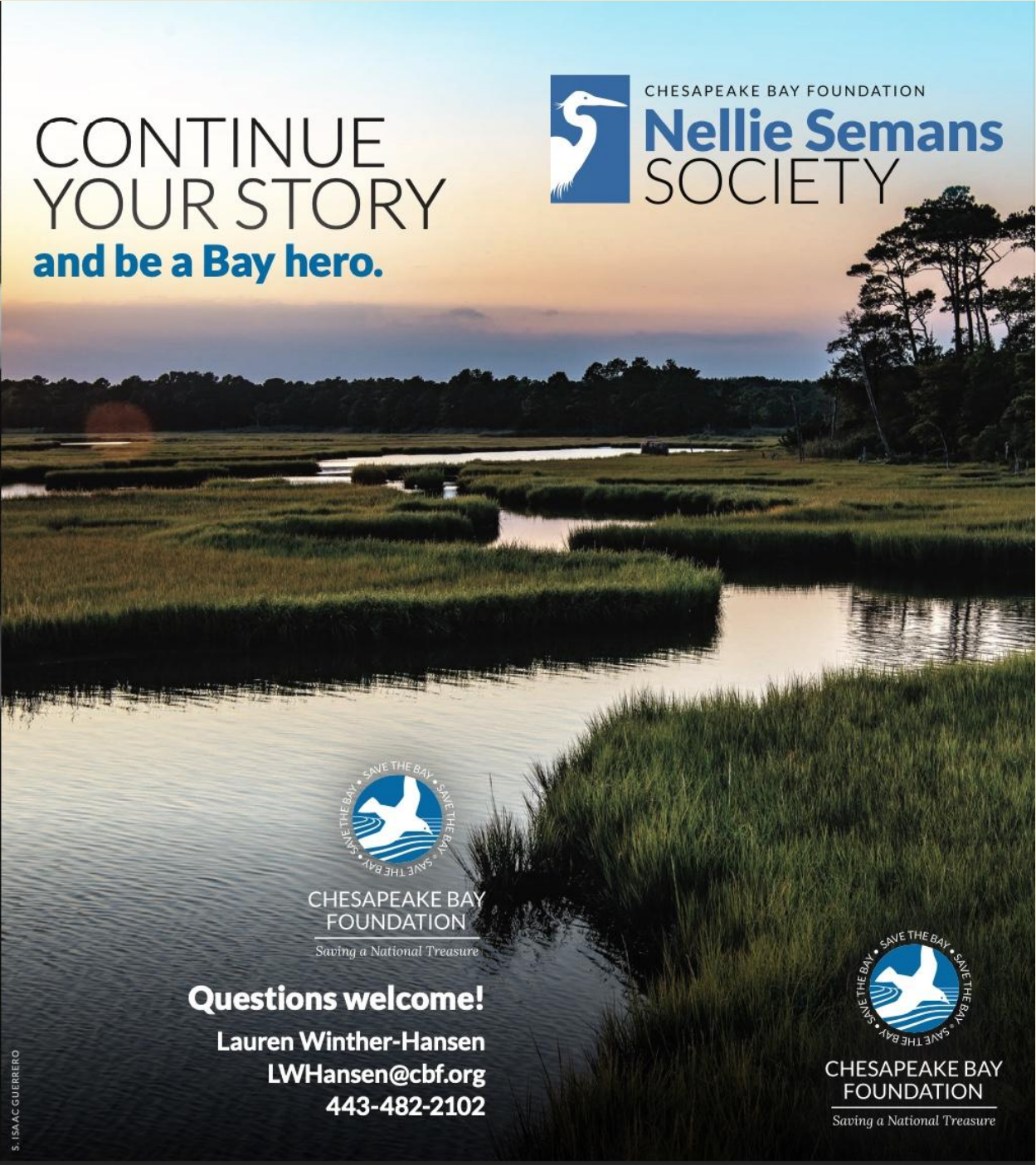
In recent years, an increasing number of CBF members like you have included Chesapeake Bay Foundation in their charitable or estate plan. Why?

They know the greatest story of environmental recovery ever cannot be told in one generation, and the Bay's restoration is a story that must go on.

Anyone can establish a planned gift—and a creative plan often allows you to give more than you think possible.

The Nellie Semans Society was created to steward, engage, and inspire planned-gift donors while recognizing their enduring commitment to our mission.

KATHY DENNERY
S. ISAAC GUERRERO



CONTINUE YOUR STORY and be a Bay hero.



CHESAPEAKE BAY FOUNDATION
Saving a National Treasure

Questions welcome!
Lauren Winther-Hansen
LWHansen@cbf.org
443-482-2102



CHESAPEAKE BAY FOUNDATION
Saving a National Treasure

Honoring a FRIEND

The Chesapeake Bay and CBF lost a beloved friend on December 29, 2018. Nellie Semans was, and continues to be, an inspiration. Accomplished but humble, strong in faith and conviction, Nellie's elegance and stylishness were matched by her generosity, thoughtfulness, and sunny optimism. She was a light to all who had the good fortune to know her.



Nellie Semans

CBF's legacy society proudly carries Nellie's name to honor the profound impact she and her husband, longtime CBF Trustee Truman T. Semans, have had on our mission to save the Bay.

J.L. GOULD



The Nellie Semans Society is a group of CBF supporters who, in addition to any annual support, have made a lasting commitment to the Bay through a planned gift. The society was established to thank and recognize these generous individuals for their lasting dedication to the Bay and its rivers and streams.

Those who inform CBF in writing of their planned gift intention will be welcomed into the society. We encourage you to complete a short form to document your commitment.

Exclusive Gifts and Experiences

Throughout the year, Nellie Semans Society members are invited to **exclusive boat trips, land-based events, and receptions** throughout the watershed. This may include a cherry blossom cruise on the Potomac River, a bird walk at CBF's Brock Center, a cruise to Thomas Point Lighthouse, a generations trip with your children or grandchildren, and more.

When you join the Nellie Semans Society, you will receive a **welcome gift** as well as **annual holiday messages** from CBF.

Other Benefits

Society members are recognized in CBF's **Annual Report**. You may choose to remain anonymous, if you wish.

To ensure society members remain engaged with our mission, CBF shares **important breaking news, annual impact reports, CBF's Save the Bay magazine, volunteer opportunities, and more.**

The most important benefit of society membership is the satisfaction derived from restoring the Bay and its rivers and streams for future generations.



For more information, contact Lauren Winther-Hansen at LWHansen@cbf.org.



THANK YOU

for your enduring commitment to the Chesapeake Bay Foundation.

WELCOME TO THE





Hilary Harp Falk
PRESIDENT & CEO

As you read through this year's Annual report, I hope you will take pride in all that you will take has made possible — from support oyster reef restoration and cleaner waterways to inspiring future Bay stewards through hands-on education. These successes are only possible because of you.
Thank you! Hilary

ANNUAL REPORT 2025

STANDING OUR GROUND, STANDING TOGETHER



CBF also meets all the BBB Wise Giving Alliance's Standards for Charity Accountability.



For more than half a century, the Chesapeake Bay Foundation has led a landmark effort to save the Chesapeake Bay—a national treasure on which the health and wellbeing of more than 18 million people and 3,600 species of plants and animals depend. Grounded in science and focused on local waterways, we educate tens of thousands of people each year, advocate for better public policy, hold governments and polluters accountable, and perform essential hands-on restoration.

ABOUT CBF



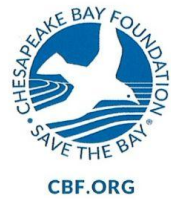
Scan the QR code or visit cbf.org/thankyou to view a special message from the Chesapeake Bay Foundation.



CHESAPEAKE BAY FOUNDATION
Saving a National Treasure

In this season of giving thanks, I want to express my deepest gratitude for your incredible support. You inspire us every day.

Warmest wishes,
Hilary



Our Mission

Save the Bay and its waterways by educating, uniting, and inspiring people to take action.

Our Vision

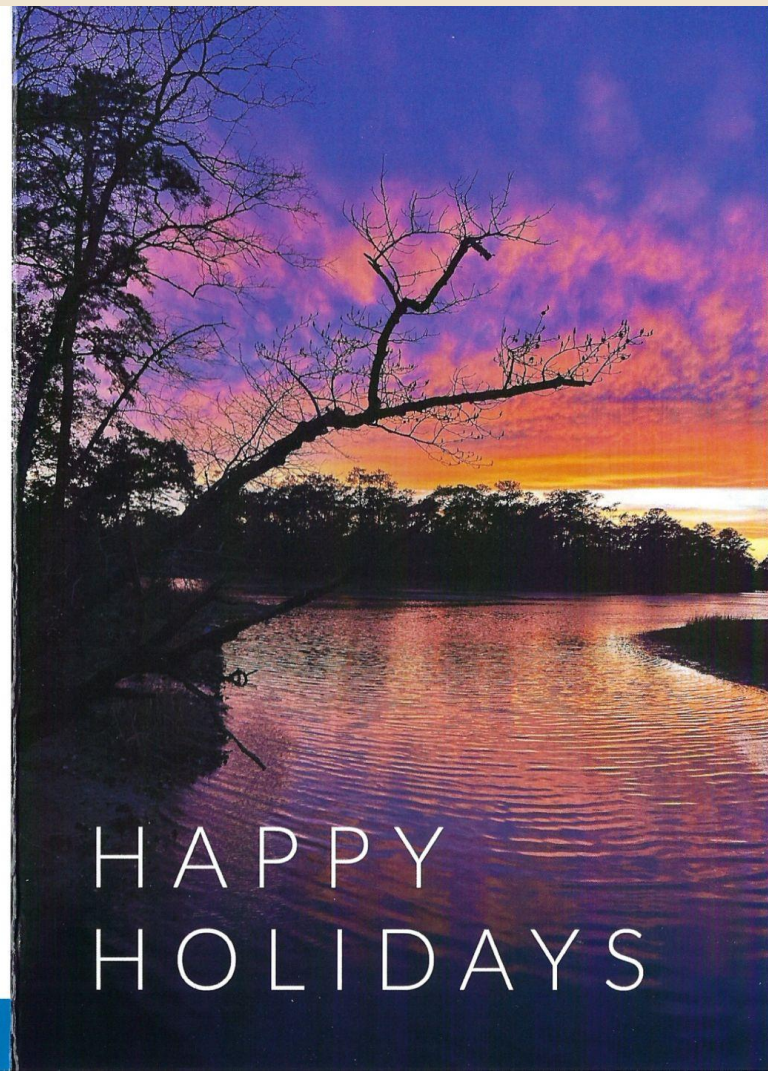
A healthy and resilient Chesapeake Bay ecosystem where people, plants, and animals thrive together.



CBF also meets all the BBB Wise Giving Alliance's Standards for Charity Accountability.

HAPPY
HOLIDAYS

COVER PHOTO: APRIL GORDON



Wishing you a festive and uplifting holiday season.
Thank you for your legacy commitment to support the
Bay for generations to come.

Warm wishes,

Daniel Bornstein

Daniel Bornstein
Director of Planned Giving



The Before + After Story payoff

A donor who feels good about her last gift...
is more likely to say **YES to your next ask**

And bringing that sort of joy to your donor's life...
that's why we're in this business, right?



N O N P R O F I T
STORYTELLING
C O N F E R E N C E

October 26 - 28, 2026
Tuscon, AZ

<https://nonprofitstorytellingconference.com>

Supercharge your

It's been one year
since your stock gift, Chloe!

We're excited to honor the anniversary of your tax-smart gift, which has already made a huge difference for our mission.



This year, will you consider maximizing your impact for homeless animals with another gift of appreciated stock? You'll gain potential tax savings while supporting stray animals who, without our help, face a terrifying and uncertain future.

Our trusted partner **FreeWill** makes the process of non-cash giving quick, easy, and secure. Scan the QR code below to give stock again this year and advance your impact on animals in need into 2026!

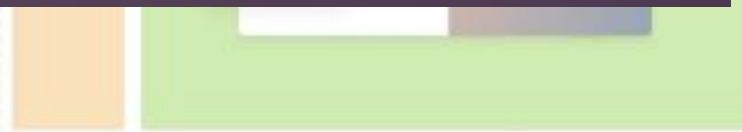


Gratefully,
Lauren Winther-Hansen
Director of Impact



FreeWill Campaigns

21 items



Smart Giving

157 items



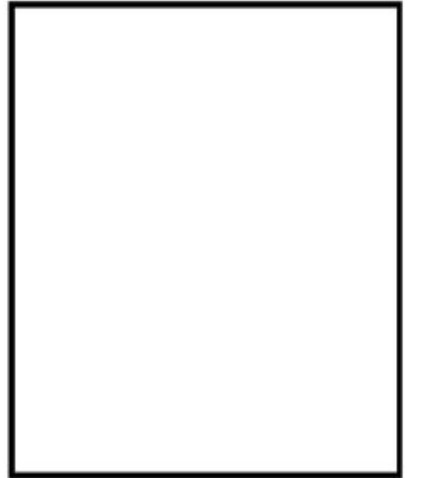
Planned Giving

231 items



Print Marketing

207 items





Q&A



Thank you!

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Joshua Alcorn



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