



Data Applications

Make the most of your new database

1. **Upload LegacyCurator™** data into a stewardship management tool, such as LCTracker, to provide a more complete and accurate donor profile. The Tracker and Planner modules in this software tool provide a digital archive and allow you to manage your recognition inventory at your fingertips.
2. **Avoid future misplaced plaques** by installing a system for updating recognition records.
3. **Review donor recognition trends at your organization and update standards & policies to maintain consistency, integrity and aesthetics.**
 - a. Compare size and by material to review most and least common sizes and materials of donor recognition.
4. **Improve the physical condition of historic plaques.** It is best to try to view the recognition as if it were your very own. When deciding whether recognition warrants refinishing or replicas, take into account the past, present, and future donor value as well as the following questions:
 - a. Do you plan to offer the plaques to the families as a thank you and keepsake?
 - b. Does the plaque hold financial or aesthetic value?
 - c. Will you be consolidating the donor/honoree into a Legacy Wall?
 - d. Do you plan to maintain the original or current plaque location?

If you would like information on how Honorcraft is able to help bring your historic recognition back to its most beautiful state, please let us know.

5. **Identify new naming opportunities** by maintaining and updating a record of all named spaces and noting those buildings, departments, rooms, etc. not yet named.

6. **Prepare for donor visits** by creating a report that includes all of John Smith's donor recognition as well as his family's recognition throughout the facility. Be prepared and professional if the question arises during the visit, "Where is the bench I named a few years back?". Or perhaps, take a walk through to check on his recognition prior to the visit to ensure that the recognition is visible and in good condition.
7. **Keep the database alive and useful by updating it** with any and all new recognition as it is created. Teach your staff to update or Honorcraft may take on this task if desired.
8. **Quickly and easily resolve donor inquiries regarding location of family plaques.** Use the database as a tracking tool to locate donor recognition on demand.
9. **Upload database into interactive donor walls.** The LC Inventory Data provides an electronic record of all donors which serves as a point of upload for technology based and/or interactive donor walls.
10. **Upload database into online donor search engine.** It is possible to have a place on your website where donors can find their name, and recognition location.
11. **Upload database into GPS system to locate plaques.** It is possible to create a customized electronic kiosk where a donor can search by name to locate a plaque.
12. **Reconnect with valuable past donors.** Research lapsed donors to reduce attrition and add to support the lifetime value of the relationship.
13. **Create a Legacy Wall to honor the founding philanthropists while consolidating mismatched plaques into a single wall.** Legacy Walls can include old photographs, artifacts, antique plaques, etc. in hopes of inspiring future donations while honoring those of the past. A Legacy Wall establishes a "No donor is left behind" culture where donors can feel confident that their plaque/donation will never be disregarded within your institution. Legacy Walls also help resolve the question of what to do with all those plaques that no longer fit your organization's recognition standards or perhaps are too damaged to repair.
14. **Establish and Promote a Re-dedication event.** Let your community know what you have done to recapture the history of your organization and founding philanthropists. Unveil your new Legacy Wall and perhaps offer those plaques not used in the wall to the families as a keepsake. Honorcraft is always willing to help promote your event via our web blog and email newsletter.
15. **Review data with staff members who have a long standing history with the institution.** This experience can add greater insight into the stories behind the plaques, which can add value to donor relationships, while preserving the institution's philanthropic past.