



YOUR GUIDE TO
stress-free
donor recognition



Donor recognition can be both rewarding and challenging.

Thorough planning is essential for effective collaboration with your donors, various constituencies within your organization, and your vendors. *You may wish to start by answering these fundamental questions:*

Goals

- What do I want my donor recognition to achieve?
- What is the purpose of the recognition?
- What, if anything, has been promised to donors?

Program scope

- How many elements will my program have?
 - Central donor display
 - Area recognition plaques
 - Mementos
 - Printed materials
 - Others

The team

- Who will help me make this happen? Have I contacted them?
 - Development staff
 - Campaign consultant
 - Administrators
 - Facility planners
 - Physicians
 - Board members, past & present
 - Donors
 - Volunteers
 - Designers

Names

- Will I need to add more names on a regular basis?
- Is the display fixed or will names need to be added?
- Have I defined the giving levels for the display?

Placement

- Where will the display be located?
- Do you have a measurement of the available wall space?
- What is the décor?
- Do you have a photograph of the space for the recognition?
- What is the lighting like?
- What does the nearby signage look like?

Fabrication

- What is my timeline for fabrication?
- Have I prepared the area for installation?

□ Approval

- What are my design preferences?
- Have I provided clear specifications for:
 - Dimensions
 - Materials
 - Colors
 - Finishes
 - Copy
 - Mechanical items
- Does the installation address our short-term and long-term goals?
- Who must approve the budget? Placement? Donor list? Design?
- Can I make all of the decisions, or are there committees involved?

□ Budget

- How much would I like to spend?
- If the installation is designed to be updated, what is the ongoing cost?

□ Vendor

- Do I like them?
- Can I work with them easily?

□ Dedication

- Are we building an event around the dedication of the installation?
- What is the proposed event date?

□ Trends in Donor Recognition

- What current trends in donor recognition are relevant to our plans and goals?
- **Technology**
 - Interactive components can add an engaging visual to your display. Creating a display with both interactive and tradition components is recommended for beautifully integrated recognition. Benefits of interactive approaches include creating a custom interface for displaying names, honoring past and present donors and updating easily on an ongoing basis. You can choose to include other features such as an events calendar, donor impact stories and photographs.
- **Cluster plaques**
 - Increasingly, organizations are choosing to install one, central “cluster plaque” in lieu of creating individual plaques for each room. A cluster plaque would list each naming opportunity in a general area, along with the donors’ names. This approach is a cost effective way of increasing visibility and traffic in a central location.
- **Donor recognition inventory audit**
 - Keeping and maintaining a donor recognition inventory audit has become a best practice in donor relations. An inventory can be helpful in preserving past donor information as well as preparing for future campaigns – providing baseline knowledge of spaces available for naming. An inventory also facilitates the creation of standards and policies around donor recognition and gives philanthropy professionals the capacity to address donor inquiries quickly and efficiently.

Please contact us for a complimentary consultation:
info@honorcraft.com | (781) 341-0410 | www.honorcraft.com