

DONOR RECOGNITION



Your Guide To A Stress-Free Experience



Honorcraft Incorporated

292 PAGE STREET, P.O. BOX 385, STOUGHTON, MASSACHUSETTS 02072
IN MASSACHUSETTS: 781.341.0410 OUTSIDE MA, TOLL-FREE: 1.800.542.1235
FAX: 781.341.8460 EMAIL: RECOGNITION@HONORCRAFT.COM
www.honorcraft.com

Donor recognition can be a very rewarding--and a very challenging experience. Your best chance at working smoothly with your donors, your organization and your vendors is to be prepared. Start as early as you can, and have the answers to these important, fundamental questions.

GOALS

What do I want my Donor Recognition program to achieve?
What, if anything, has been promised to the donors?

SCOPE OF THE PROGRAM

How many elements will my program have?

- central recognition display
- area recognition plaques
- mementos
- printed materials
- others

THE TEAM

Who will help me make this happen? Have I contacted them?

- development staff members
- campaign consultant
- administrators
- facilities planners
- physicians
- board members, past & present
- donors
- volunteers
- designers

NAMES

Will I need to add more names on a regular basis?
Is there enough room on the display to add the names?
Can my staff add those names easily and efficiently?
Have I double-checked the names? Dates? Headings? Have I triple-checked?
Will I be able to revise the names already on the plaque?
Is the material flexible enough to allow changes?
Will the changes affect or disrupt the design of the display?

PLACEMENT

Exactly where will the display be?

What is the lighting like?

Is there construction going on around the display?

FABRICATION

Am I prepared to confirm any changes in the schedule?

Have I prepared the area for installation?

APPROVAL

Do I have an approved concept?

Have I specified all these items for approval:

- dimensions
- materials
- colors
- finishes
- copy
- mechanical items

Have I finalized costs?

Have I arranged for fabrication?

Do I fully understand what we have approved?

Does it cover our short-term and long-term goals?

Who must approve the budget? The placement? The list of donors?

The design?

Can I make all the decisions, or are there committees involved?

How long do these committees take with their decisions?

Am I prepared to guide a committee into making the right decision?

If not, who can I enlist to help me persuade the committee?

BUDGET

How much would I like to spend?

VENDOR

Do I like these folks?

Can I work easily with them?

DEDICATION

Are we making this dedication an "event?"
What benefits can be achieved during this dedication?
Who gets involved?
What are the pros and cons of this dedication?

MAINTENANCE

Have I set up a maintenance plan to keep this Donor Recognition program current?
Are there any facility changes or renovations which will affect this display?

TRENDS IN DONOR RECOGNITION

Programs are being enhanced by featuring time lines, historical events and people
Technology, new materials and new combinations of materials are all being used
Some displays are now interactive

