



Has this happened to you?

An important donor from 10 years ago walks into your building and discovers that the plaque with his name is missing from the wall. He's not happy, and calls you. And now you have an unhappy donor—one who might not give again.

Honorcraft Incorporated can help with our new service called *Preserving Your History*. We take on this important organizing and recordkeeping, allowing you to focus on more important day-to-day matters.

How can Honorcraft make life easier in your development office?

You have to keep your donors happy. Simply put, you have a lot to do. Maybe we can help.

Honorcraft Incorporated, a leader in the recognition industry, has a new service called *Preserving Your History*. In a nutshell, we help organize and catalog the information from all your past and present donor recognition. With strict attention to detail, we arrange a complete tracking system to make sure you always have vital information about your donors at hand. This program will also help to satisfy the need to *Preserve Our Environment*. Our goal in this process is to re-cycle or refurbish existing plaques, when possible, before replacing or discarding them. To see how we can make your life easier, please contact us for a free consultation.

Preserving Your History



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Preserving Your History

Honorcraft Incorporated



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Preserving Your History

Keeping track of your current donors is a difficult job. Keeping track of past donors is even more difficult. Perhaps recognition pieces have been misplaced. Maybe you can't find the records. It's possible that information was lost in the shuffle when a new building was added. Are there new people in your department with no connection to the past?

Whatever the problem, the result can be an unhappy donor. And that, of course, affects future gifts.

Honorcraft Incorporated can relieve the burden of many of these issues. Our new service called **Preserving Your History**, works hand in hand with your development office to organize and catalog existing donor recognition plaques. While *you* focus on fundraising, *we* focus on the necessary but cumbersome details behind your fundraising.

Could **Preserving Your History** work for you? Ask yourself these 10 simple questions and find out.

1. Has your organization added a new building or done reconstruction on an existing building?
2. Have old donor recognition pieces and/or information been misplaced?
3. Do you have an inventory system that tracks your recognition programs? (A method to keep track of donors, their contributions, photo of their plaque, etc.)
4. Have you ever had a concerned donor or family member of a donor ask about a plaque that could not be located?
5. Do you have an area in your facility where old recognition pieces are stored?
6. Do you have old cast bronze tablets/plaques that need to be refurbished?
7. Has your development department undergone a reorganization?
8. Is there any chance that your organization may have lost revenue because the history of giving was not preserved?
9. Could an individual who made a contribution 20 years ago still find his/her recognition?
10. Do you have the staff to set up a complete tracking system that captures the past and plans for future donations to your organization?

Please allow us to analyze your recognition, past, present and future, and perhaps introduce you to methods that will save you time and increase your contributions.

For a free consultation please contact us at:

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Preserving Your History

Services

1. Inventory and catalog the existing donor recognition plaques, wall displays and any other donor recognition that currently exists in your facility.
2. Review any available architect's plans for interior and exterior areas after renovation and expansions are complete.
3. Review your Foundation's guidelines for types and locations of donor recognition – e.g. campaign displays, annual/cumulative displays, and individual room and area plaques.
4. Provide concepts for future donor recognition.
5. Create an implementation schedule for creating new donor recognition products.
6. Develop plans for inclusion of existing donor names in future plaques and displays.
7. Provide recommendations on creating individual presentation pieces recognizing different giving levels from past and for future donors.
8. Write a proposal with estimated project costs.