2022

Recognition Art

Donor Details

For Donor Acknowledgement & Recognition Fundraising

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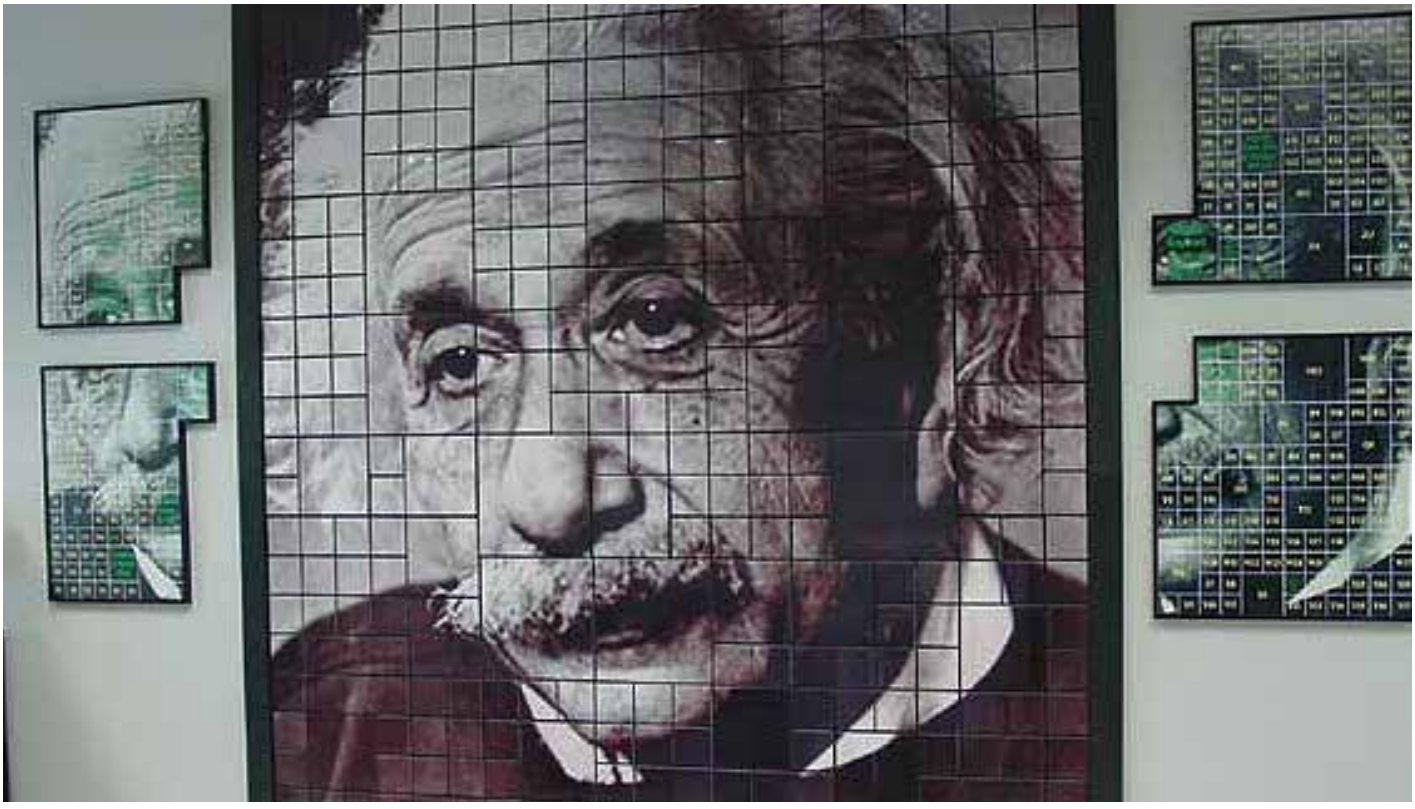
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INTRODUCTION

About Donor Details©

In the world of recognition there are many different possibilities, choices and opportunities that can help you maximize your donor acknowledgement and fundraising efforts. The problem is that there is no way that one person can think of them all.

This is why RecognitionArt has created this manual. Using over 100 years of combined experiences in donor recognition, we have designed this guide to include the smartest methods and time-proven techniques to help you save time and achieve your recognition goals more efficiently and successfully than ever before. Can think of them all.

Who We Are...

Recognition Art is a very different kind of recognition company, with a unique approach to the way we involve our clients. Allow us to explain using the analogy below:

Imagine that you are riding in a car—as a passenger—traveling to a place you've never been before. The driver has complicated directions but is able to follow them without your help. You, therefore, are free to enjoy the ride and entertain the other passengers during the drive. You arrive at your destination without truly knowing how you got there.

Several days later you think back to the roads you took to get to your destination because you are going to travel there again. You can't recall much about the path you took to get there because the driver had complete control over the journey; you were not involved in the learning process that had first brought you to your destination.

As you may have guessed, most recognition companies are the "driver," thereby relegating you to the role of "passenger" and excluding you from learning the details along the way. Were opportunities missed? Were relationships overlooked? Did you make the best use of your efforts? Was your investment maximized?

This is how our company is different—with us you are the driver. We teach you that there are choices along the way that will impact not only your project but also your future fundraising endeavors. We make sure that months later you not only remember how you did it but also that you have a blueprint to follow for future ventures. We'll teach you how to bring life to your organization's creativity and properly communicate it.

Discover the Emotion Behind the Gift!

We must pay close attention to the fact that donors have compelling reasons for giving to an organization, that there is always a definite and identifiable "emotion" behind the gift. This simple statement of fact is the basis on which all donor acknowledgement and recognition fundraising projects must be built.

There are 3 objectives related to this concept that, once implemented, will lead your not-for-profit organization to differentiate yourself above others and ultimately succeed in your fundraising effort:

- Research, investigate, and study how to "discover the emotions" behind the gifts
- Use your findings to build strong "heartstring" relationships with the donors
- Thank the donors in creative ways that make them feel:
  valued - needed - prideful - appreciated - flattered

We hope this information will help you not only to fulfill and exceed your recognition goals, but also to create continuing success in raising the funds you need to thrive.



Donor Recognition Can Accomplish Much More than the Obvious

Show Me the Reasons

There is more to donor recognition and fundraising than you might expect. Often we get so bogged down with our day-to-day tasks that we are not able to do our real and important work, which is thanking donors in a way that maximizes every dollar raised.

This section is about helping you accomplish some of that work with a simple but effective exercise entitled "Show Me the Reasons." It is an activity to help you discover:

- Why people give to your organization
- What past traditions have helped/hindered your efforts
- How people perceive your image

This is information that can help you not only to build and improve your organization's blueprint, but also to determine and refine your organization's:

√Aspirations √Targets √Motivations √Objectives
√Goals √Recognition actions √Fund-raising methods

Knowing these will ultimately make your organization more successful in recognizing your donor base.

The Exercise...

One of the goals of this exercise is to uncover impressions and perceptions that you can subsequently use to your advantage. Sometimes, however, you may discover hidden liabilities that you then have the opportunity to correct. This exercise can also help to broaden and increase the success of your efforts in your recognition and fundraising plans.

Not all the words in this activity will be relevant to your project, but if you invest time and think beyond "what meets the eye," most of the words should impact in some way your recognition and fundraising visions.

At the very least, this simple yet effective exercise can elicit impressions and perceptions that will serve as guideposts as you formulate your blueprint for your donor acknowledgement projects, fundraising endeavors and community relationship development.

EXERCISE

Show Me the Reasons

Follow the directions below:

1. Important: Don't look at the entire list of words. This exercise is designed to be done one word at a time. The effect of developing impressions and perceptions will be lessened if you see too many words too soon.

2. Copy the list of words and then set up a meeting with your staff at which you distribute and complete the activity together. Associates from other departments, members of your Board, and current recognition donors should be included as much as possible: the broader the input, the broader the results.

   If it is impossible to bring enough people together, then distribute the exercise so that each person can complete it on his/her own and return it to you prior to your meeting. The key is for each person to work on his/ her own list individually.

   Think of each word as it impacts you in the donor acknowledgement and recognition fundraising environment, and write the first word that comes to mind in the space provided. This is the impression or perception regarding that particular word, and is thus very important. Remember, one of the goals of this exercise is to uncover impressions that you can then use to your advantage or discover hidden liabilities that you then have the opportunity to correct.

3. Once each attendee has completed the entire list, the next step is to consolidate the results. Elect a secretary to create a new, community list that documents each person's impression next to the assigned word (eliminate duplicate words). Remember to include the impressions of absent contributors.

4. Return to the beginning to share and discuss each person's word, working your way one-by-one down the list. Remember to stay focused and think strictly from a recognition fundraising and donor acknowledgement standpoint.

   As you discuss each word, give serious thought as to how each written impression might impact your plans, current procedures and goals. You now have actual, diverse impressions upon which you can act and plan.

See next page for exercise:

PERCEPTION STORY _____
CONCEPT IMPRESSION _____
HONOR INITIATE _____
PRESERVE ENDOWMENT _____
ENHANCE ILLUSTRATION _____
PARTICIPATION COMPEL _____
INSPIRE STORY _____
ACCOMPLISH BENEFITS _____
ENCOURAGE _____
SHOWCASE _____
INVESTMENT _____
DETAILS _____
REWARD OWNERSHIP _____
INTANGIBLE BOUNDARY _____
INSTILL _____
GIFTS _____
TRADITION _____
HIERARCHY _____
REVITALIZE CULTIVATE _____

CATEGORIES DESIGN _____
ESTABLISH CONTRIBUTE _____
POSSIBILITIES IDENTIFY _____
HISTORY STYLE _____
ACCOMMODATE _____
INDIVIDUALITY _____
EXPECTATIONS _____
EDUCATE _____
STIFLE PARTNERS _____
RECOGNITION TARGET _____
BUDGET IMAGE _____
GIVE COMPLAIN _____
HIGHLIGHT ARTWORK _____
MOTIVATE PRESENTATION _____
FINANCE LIMITATIONS _____
INNOVATION BLUEPRINT _____
PERSONALITY EXPRESSION _____
VOLUNTEER CAMPAIGN _____
IMAGINATION GOAL(S) _____

You now have a collection of impressions and perceptions, which bring about new ideas, points-of-view, and knowledge to contemplate.

Has this exercise given you new ideas and methods to reach your desired outcome?

Is it time to diagram a brand-new blueprint encompassing both short and longterm goals that embody new partnerships and cross over into new areas of your community?

Establishing a Budget

How do I establish a budget?

This is one of our most frequently asked questions. Depending on how you approach the issue, the answer can be simple or more complex. If at all possible, it is best to plan ahead. If most of your funds have already been raised, then obviously pre-planning is not possible, but you will still need to set a budget.

Donor recognition used early as a marketing vehicle produces more funding than a display installed after the money has been raised. Over the years, many fundraisers have stated that 5% - 10% of the fundraising goal should be spent on donor recognition. If only it were that easy, the decision would be done. But, as we look closer we discover there is much more than picking a percentage and moving on.

Who We Are...

FIRST, analyze your historical recognition in comparison to your local market competitors. After all, you are using donor recognition not only to thank donors, but also to market your brand and make it easier to solicit future gifts. If your local not-for-profit competitors have weak or ineffective recognition, then you can, without spending large sums, create a display that will provide you with an advantage in the fundraising arena.

Conversely, if other not-for-profits have well-planned donor recognition (you probably need to visit a number of other organizations to see for yourself), then you'll need to plan diligently—not necessarily to outspend them, but to outshine them. Donors want to feel needed and important to your organization.

They want to know how you have used their funds to improve your mission. They want to be acknowledged, in front of their peers, for their thoughtfulness. They do not want you to overspend on recognition. This is why a donor recognition display should communicate and fundraise simultaneously.

Establishing a Budget (continued)

SECOND, you need to determine the type of funding you are recognizing (annual, capital, endowment, planned or future) and determine the time frame of the gifts. All donor recognition must be able to accommodate some growth, though some recognition needs significantly more room to grow than others. A capital campaign, as an example, will have a fairly defined life and will not need as much growth and flexibility as a cumulative gift display.

A major factor in the decision process is whether or not you desire the ability to update and add donors in-house. Usually the more upscale the donor recognition, the more significant the gifts being recognized, thereby increasing the need to rely on the fabricator to provide updates to the display.

Repeat funding campaigns, such as annual funds, are more easily and more cost effectively managed and updated in-house. We designed our Changeable Recognition and Information Displays to meet this need, examples of which can be found on our website. It gives the not-for-profit the ability to do frequent changes using their own printers.

Even if you are budgeting for upscale donor recognition, the Changeable Recognition and Information Displays can be a useful part of the campaign. The Changeable Recognition and Information Displays provides ongoing Communication and Donor Recognition during the fundraising campaign. It allows you to market the campaign to all who enter your facility, and to recognize and communicate with donors during the campaign, thus assisting in fundraising.

THIRD, integrate the following factors into the budget process: the number of donors, the number of giving levels you wish to recognize, and how the investment in your organization is paid (promises made versus pledges paid). The number of gift categories recognized can improve the size of many gifts pledged, but it also increases the cost of the display.

FOURTH, the media used to create the recognition display, whether it be made in Corian, Granite, Glass, Bronze, Wood, Stone, etc., will have a direct bearing on the cost of the display. Originality and complication of design, material costs, ease of fabrication, difficulties in shipping
and installation all affect the total cost of the recognition display.

FIFTH, where you begin the individual recognition affects the display size and cost. If a $250 gift is considered good, then that might be the starting range. Conversely, if $250 is not a significant gift, but $2,500 is, then begin individual acknowledgement at that level and either group gifts below this threshold in tablet form or leave off entirely.

Where to go from here?

So, once you have scoped out the competition, determined the type of campaign you are recognizing, determined the number of actual or expected donors, determined the desired style and media preferences, and determined the beginning recognition level, where do you go from here?



Perhaps the easiest solution is to complete the RecognitionMap found on our website, and submit it to us for analysis and a personal, no-obligation consultation. Completing the map will help you focus on the questions raised above, and will allow us to address the cost and budget issues with you.

Early consultation can help you focus your thoughts, and early design can assist you in your fundraising. In addition, early donor recognition can lead to increased gifting and an earlier completion of your campaign.

DESIGN LOCATION

Recognition fundraising works so well because people enjoy seeing their name and their gift displayed in a prominent location.

The success of a design does not simply rest on how much is spent to create it, nor does it lie in the application of the latest fad design. Rather, the location is so critical that in most cases, it is better to sacrifice a secondary component such as display size in order to capture a prime high-traffic location for your project.

So what factors contribute to a prime location?



High Visibility - Prominence - Great Traffic Patterns - Impact Area

The better the location, the better the long-term results the display will provide and the better chance to both capture new donors and upgrade current ones. By carefully selecting a location that reflects the points above, you will be sure to receive maximum benefits from your investment. The location also conveys to the donors the importance placed on their contributions and their names.

Not-for-profits can use a temporary design in the space such as a color rendering, fabricate a sample of the display (mock-up) in their current location, or begin building the actual display to use as a marketing tool. In this fashion, the recognition is an early marketing device.

As they say in real estate: **LOCATION, LOCATION, LOCATION!**

What Constitutes a Good Design?

Just as corporations spend millions of dollars to have their products put on billboards, or showcased in a dazzling design, donor recognition walls are the "billboards" for donors – your investors.

It is of paramount importance that you showcase your donors names in a billboard design. The "billboard" part is the style appropriate to your organization and national region – but make no mistake – if your donor recognition project does not engage or grab your investors they will hesitate to donate again. Let's discuss some of the important components in recognition design.

Show Me the Reason!

By incorporating elements from the organization's history or current mission into the design, you can create a sense of community with your donors. The results from the "Show Me the Reasons" exercise should be carefully analyzed to determine how they impact your recognition program.

There are reasons your donors selected to invest in your not-for-profit; therefore, remind them—and any potential donors—of those reasons through customizing the design's details.

Allow Your Wall to Expand

We believe in the power of a dynamic display, which is a kind of display that has the capacity hold the entire history of donor giving instead of a specific moment in time (we'll go into more depth on this topic later).

There are still many static displays created in which the exhibit never changes; unfortunately, once people see it a few times it tends to fade into the background and out of the potential investors minds. This is what we try to avoid—boredom!

Create a Challenge for Your Donors

Inclusion of a hierarchy of giving levels is an equally important feature in donor displays. It has been our experience that even in completed campaigns, once the display is unveiled there will be new donors who express interest in moving up to a higher level or a different status (about 80% of our clients report this). Therefore, the ability to interchange donors between the predetermined giving levels will create a lively environment that viewers will continually notice.

What Are Your Objectives?

Donors invest in your organization for a reason; your goal is to find those reasons and integrate them into your design. This is a partnership between achieving the goals of your organization and achieving the recognition for your donors.

First, create a list of your organization's goals, wants and needs. Many of the answers can be found in the "Show Me the Reasons" exercise for you and your staff. Next, review each point below and consider if it will play a part in your recognition project, and if so, how it will be integrated into the final design:



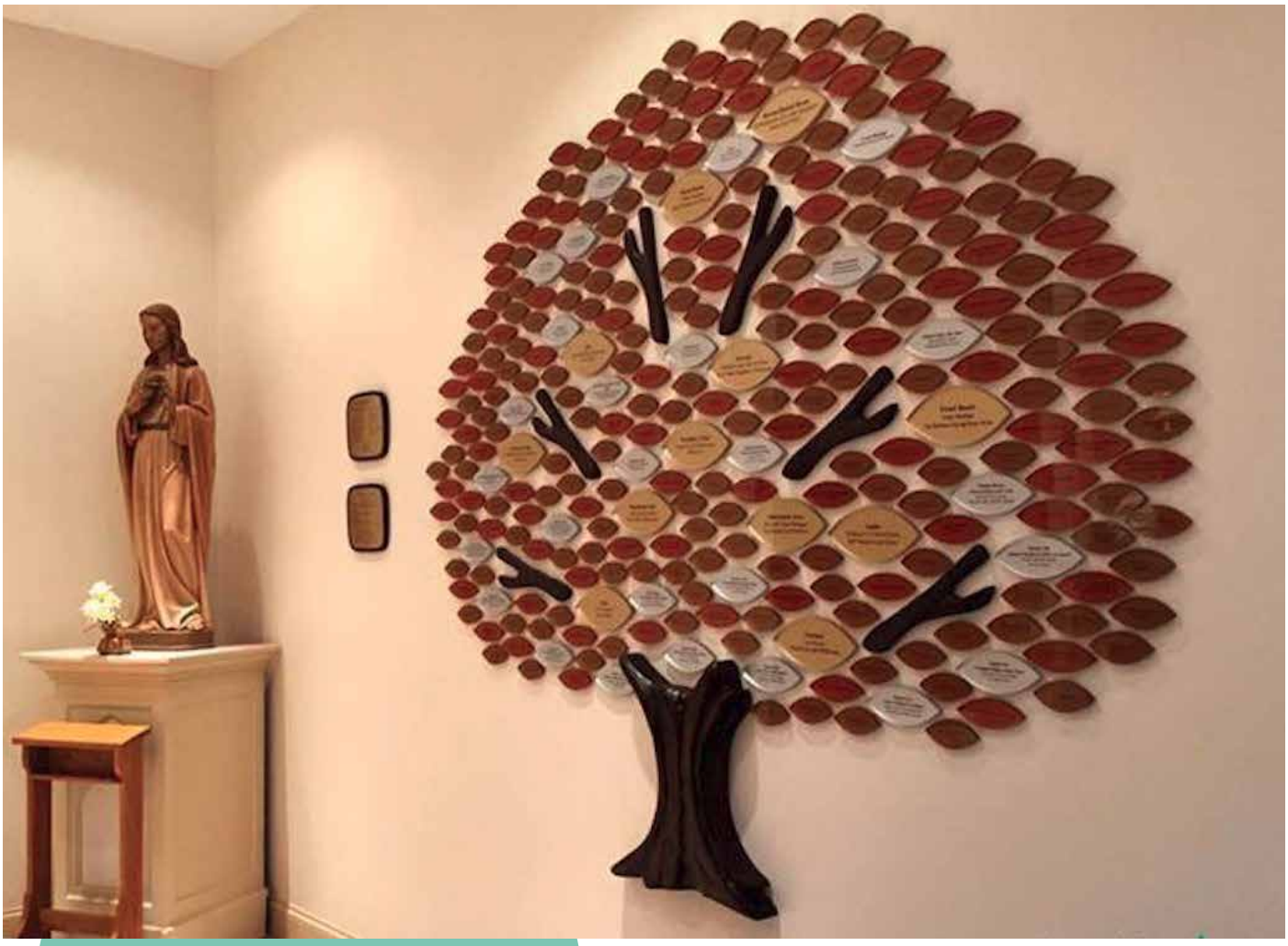
- **Establish giving levels and consider if donors will be listed by dollar amounts or category name (see the end of this section)**
- **Find and capture prior donors**
- **Raise current donors to higher investment levels**
- **Increase local and national awareness**
- **Consider expansion opportunities**
- **Compute past giving patterns, including average and median gifts— these are critical in determining starting and overall donor levels**
- **Plan for historical recognition**
- **Formulate room, wing and building naming opportunities**
- **Establish a location early and explain to the organization's planners the importance of location**
- **Differentiate your not-for-profit from all others**
- **Think about finding a sponsor(s) to underwrite the display's costs and possibly partner with you in other areas of your plan**
- **Establish a comfortable budget. Try not to withhold or overspend— two mistakes that can upset your donors. Have the budget in line with your organization's size and stature**
- **Be Socially Astute: Not everyone with money has the reputation level to be connected to your organization. Be sure you do your "social due diligence."**

By establishing primary and secondary goals and then developing and implementing an action plan you will increase your revenue, bond your donors for life and create a lasting legacy for generations to come.

IMPORTANT INFORMATION

On RecognitionArt's website you will an array of photo galleries to help you best determine your design aesthetic. From metal and wood, to Corian and acrylic, the options are endless.

Visit www.recognitionart.com/donor-walls-gallery for inspiration!



Static vs. Dynamic Recognition

Too often organizations find themselves in the dilemma between static (never changing) and dynamic (cumulative) recognition. Here are some thoughts about these two structures:

A dynamic recognition display allows everyone to participate. It not only recognizes those large single gifts that are received from time to time (especially in a specific campaign) but also those smaller gifts given with consistent caring over a longer duration. Each is important to the organization's success and both deserve recognition to show appreciation. Additionally, cumulative recognition allows the donor to see and be thanked for his/her entire history of giving and not simply for a brief "snapshot" of the donor's generosity.

Not-for-profits spend significant amounts of money to recognize donors who give during annual appeals or capital drives. With static recognition, those donors will feel appropriately thanked at the time of dedication; however, the recognition vehicle soon begins to fade into the surrounding décor after the end of the event. As a plaque on the wall, it soon loses its appeal and disappears—if not from view, then certainly from our consciousness.

If, however, organizations would invest a little more into the display, a flexible, expandable, non-defined perimeter piece can be created that will become a dynamic part of their ongoing fundraising efforts. For example, it could include a rotating art exhibit of historic and/or current events that tell a story; this will keep it a consistent area of interest. It will allow organizations to recognize into the future for all donations: large and small, planned gifts and legacies, life insurance proceeds and wills.

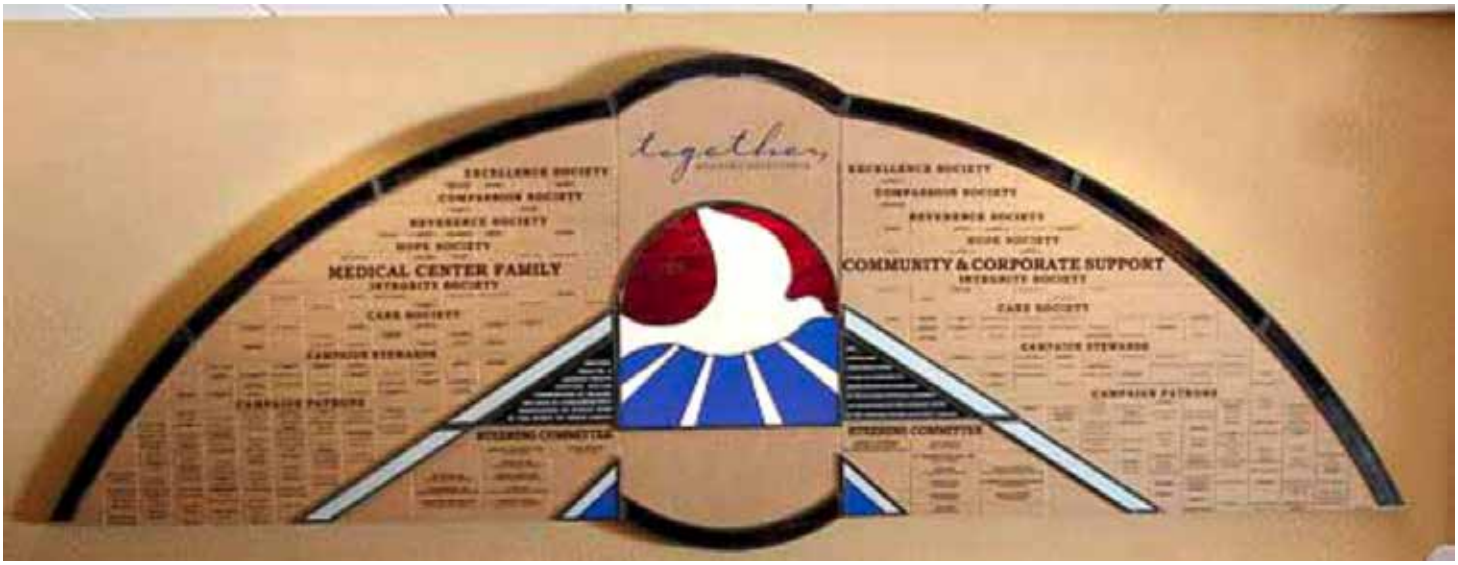
Not-for-profits can create giving levels or giving clubs, which allow donors to be continually recognized as their gifts grow through the years. Additionally, they can identify capital campaign donors as the "founders" for a cumulative approach and use their gifts to help generate dollars forever. This method will multiply the effects of donor generosity for years to come.

As you can see, cumulative recognition, or a dynamic display, works for organizations dependent on their donors both large and small; after all, both should have the opportunity to be recognized for their total effort on behalf of the not-for-profit.

Whichever direction you ultimately decide to take (static or dynamic), we hope you allow RecognitionArt© to prepare a design to meet your goals and objectives. At that time, we will review the Information Worksheet in detail and then proceed with a design that will fulfill all your needs and expectations. The result will be a plan that will lead to consistent recognition for a deserving, everexpanding donor base.

Working with a Professional Company

In order to achieve the greatest success with donor recognition or fundraising, consider partnering with a high quality recognition company in which you feel a level of comfort and trust.
That company must listen to your needs and be able to guide you through the options in materials, design, expansion and costs. They must be able not only to answer your questions but also to offer suggestions and alternate methods of shaping your display; at the same time they should be responsible for creating a design based on your organization's past, present and future.



Keep in mind that if you ask a professional company to create a design without a budget and the design is beyond your affordability; subsequent designs may be disappointing. For this reason, we advise you to keep the budget as close to reality as possible. In fact, by establishing and communicating a budget at the onset, the recognition company can guide and help you get the most for the dollars spent.

For some reason not-for-profits are nervous about establishing a budget, fearing not only that the project can be bought for less but also that their budget simply gives the recognition company a license to charge more. Let us assure you that if you feel this way, you are not working with the correct company. The relationship must be a partnership with an open and honest dialogue in order to maximize your investment..

Fundraising with ExpressionArt©

ExpressionArt© is an exciting and colorful product using a donor's own art, which is drawn on a template (supplied by RecognitionArt©) and digitized onto a variety of sized ceramic tile, metal or other media. Your donors can be original, conventional and unique in their designs—another motivator for them to continue
giving.

Specially produced ExpressionArt© can also communicate the uniqueness of your honored donors by showcasing the individual talents of their children, parents, family or friends. Even a display of signatures and messages (poems) can be effective.

With guidance from RecognitionArt© you can create a display that will attract new or repeat donors. After seeing a sample of ExpressionArt©, everyone will want the chance to represent their family by becoming a part of the display.

If your not-for-profit is a membership-based organization, especially with a defined wall space, then you are a great fundraising vehicle, even if you don't know it! The rich satin texture of the full- color tiles enhances almost any surroundings. Even if you do not have the wall space, these tiles can be given to the donor as memory gifts for parents or grandparents.

This is a budget-based system in which the selling price should be two to sixty Times (or more) your cost depending on the type of not-for-profit you are representing.

Let's take a wall space that's as small as 4 feet x 8 feet = 32 square feet of display space. Using a 4"x4" tile allows over 250 tiles. This can equate to income of over $25,000+ with a starting price of $100 donation each!

Now extrapolate that into using tiles of 4" 6" 8" & 12" in a display with selling prices from $100 to $5000—this is a huge fundraiser and can grow onto additional blank walls.

If you do not want to mount the tiles directly to the wall, you can use a backer board (substrate that goes on the wall before tiles) or you can create vignettes by using a variety of sized backer board and hang the tiles around your facility as you would display art.

With these small displays, as well as the larger ones, costs can be defrayed by finding sponsorships, especially those businesses/professionals whose industries are germane to your organization.

Fundraising with ExpressionArt©

In order for an organization to be able to achieve a successful recognition fundraising program you need a recognized, defined, documented number of supporters who are connected to your organization either by membership, affiliation or cause.

If you need to raise as little as $10,000 or as much as $1,000,000+, this is a method that will work. For multi -million dollar campaigns, this can be used for the community or as a general phase to wrap up the maximum number of donors possible.

It is simple to start working with ExpressionArt©. Just call us to sign up for relevant information including: sample tiles, FAQ, order forms, drawing templates, sales suggestions, instructions for submitting art, and a custom design.

Call or e-mail so that we can show you how to create a donor recognition display that is not only filled with your organization's personality but is also a generator of committed donors for years to come.

We have been trusted with creating legacies for donors through custom displays and signage for over 30+ years, and we do not take your interest for granted. We are so confident we can bring your vision to life, that we will create a custom design for you, free of charge. Visit **www.RecognitionArt.com** to learn more about ***ExpressionArt***© and our other creative product lines—we guarantee you'll find something you'll love.

Call 941-922-1272 or email at info@RecognitionArt.com and learn more today!





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