



AD
RP

ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Donor Recognition Workshop



Caitlin Foster

Senior Gift Officer, Donor Relations

Ann & Robert H. Lurie Children's Hospital of Chicago Foundation



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS

BUILDING
RELATIONSHIPS
FOR GOOD

Donor Recognition Workshop

Caitlin Foster

Ann & Robert H. Lurie Children's Hospital of Chicago Foundation

Agenda

- Recognition Program Overview
- Policy
- Audit/Inventory + Commodification
- Case Studies
- Discussion

Discussion

How many of your organizations have a donor recognition or naming opportunities policy?

How many of your organizations have an inventory of recognition opportunities?

Policy

Activity

What does recognition mean to you?



<https://ahaslides.com/VG36X>

Background

What's included in the policy?

Spaces, Positions, Programs, Events, Donor Walls,
Marketing/Communications, and More

Why is it important?

Consistency and Donor Experience

Outline of Policy

I. Purpose

II. Definitions

III. Policy Statements

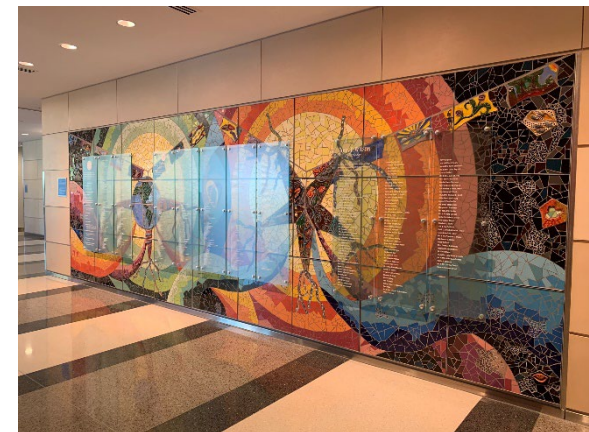
IV. Procedures

Addendum

Policy Statements

Types of recognition

- Donors can be recognized for cumulative giving or specific contributions
- Event recognition is duplicative; donor wall recognition is not
- For naming opportunities
 - “Buy the door, name the window”
 - Deferred gifts only recognized when documented and irrevocable and percentage made immediately
 - Not recognized in perpetuity instead “until such time as the space is relocated or substantially changed” or “until such time as the entity or position no longer exists or is substantially changed”
- Gift Announcements
 - Only \$1M+ unless a compelling story



Procedures

Data Integrity

- CRM and recognition records

Signage Production + Standards

- Different from wayfinding signage, donor logos only for gifts \$5M+, no memorial language
- Put up signage after receiving documentation but remove if we don't receive the full pledge amount

Named Entities and Branding

- Marketing should be involved in creating brand/name

Named Positions and Investitures for Named Positions

- Types of celebrations

Approvals

- How are new opportunities created/approved
- Flexibility around signage types



Inpatient Unit

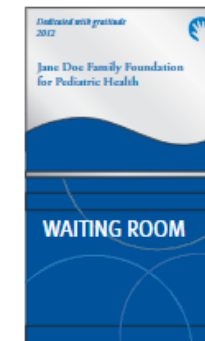
Addendum

- Recognition Societies and Donor Walls
 - Types of donors, giving thresholds, location of wall
- Minimum Gift Guidelines for Spaces, Entities and Positions
- Recognition Signage Guidelines
- Communication Channels for Recognition

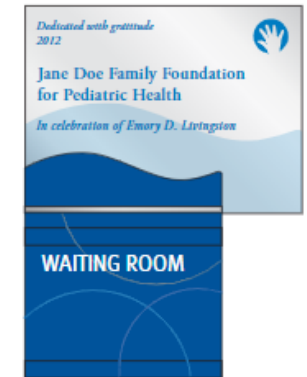
Minimum Gift Guidelines for Named Spaces, Entities and Positions

Spaces in Ann & Robert H. Lurie Children's Hospital of Chicago (main hospital) *

Opportunity	Minimum Endowed Gift	Minimum Expendable Gift	Naming Term	Definition
Campuses	\$50 Million	\$50 Million	**	Collections of at least two distinct structures separate from Lurie Children's hospital.
Buildings	\$25 Million	\$25 Million	**	Distinct structures separate from the Lurie Children's hospital.
Patient Units***	\$10 Million	\$10 Million	**	Spaces devoted to the operations of a medical specialty. Floors are built-out levels in a building.
Conference Centers	\$5 Million	\$5 Million	**	Spaces comprised of multiple conference rooms and having ample room for signage for each room and the entire center.
Laboratories	\$1 Million	\$1 Million	**	Spaces devoted to conducting basic, clinical or translational research, comprised of multiple benches.
Conference Rooms	\$300,000	\$300,000	**	
Patient Care Rooms	\$250,000	\$250,000	**	Clinical inpatient spaces.
Exam Rooms	\$100,000	\$100,000	**	Clinical outpatient spaces.
Windows of Hope	\$25,000	\$25,000	**	Views from windows in patient care rooms.



Tier 1 Plaque (with Room Sign)
6 1/4"H x 8 1/2"W



Tier 2 Plaque (with Room Sign)
9"H x 12"W

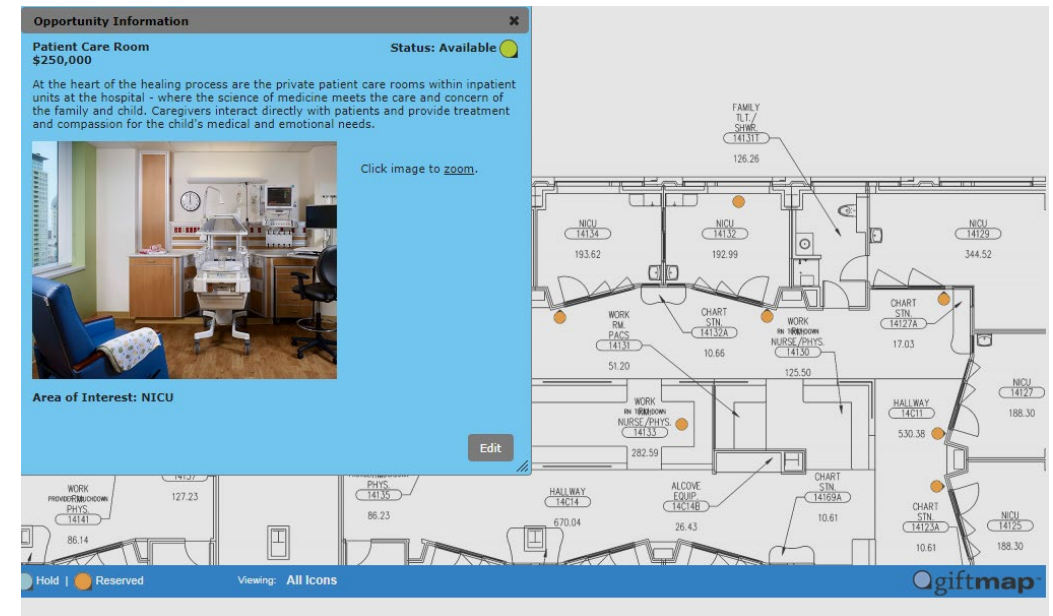
Discussion

- **How do you use policy or how would you use policy?**
- **Are you facing any tricky recognition situations right now that you want to discuss?**

Recognition Audit + Inventory

Inventory of Opportunities

- Inventory in Giftmap
 - Spaces
 - Positions
 - Position options are kept in Giftmap and once named a record is created in Raiser's Edge
 - Entities
 - Donated Artwork
- Raiser's Edge
 - No Giftmap Integration
 - Positions
 - Donor Walls
- Not included:
 - Events – recognition/stewardship tracked separately and noted in sponsorship packets



Recognition Opportunities Audit

- Completed in Summer 2022
 - Confirmed naming opportunity availability and previously named spaces
 - Created a guide and a spreadsheet to mark down/changes and notes – entire team walked the floors of the hospital taking notes and photos
 - Worksheet

Architectural Room Number	Vanity Room Number	Name	Status	Confirmed	Room or Signage Notes	Plaque Inscription
15123	1501	Exam Room	Open	Yes	Public hallway	N/A

- Positions and Entities (ongoing)
 - Captured everything – website, old cases for support, info from database
 - Met with colleagues to confirm priorities

Ongoing Commodification

- New medical center priorities, space changes and updates, new positions
- Policy
 - Guided by gift minimums
 - Statement about identifying new opportunities

Spaces: Campus location or building, size (square footage), visibility (floor and visitor foot traffic) and use of the space

Programmatic Entities: Number of positions (health care providers, researchers and staff) involved, number of patients supported, reach of entity inside and outside of Lurie Children's, current financial resources and visibility of space associated with the entity

Case Studies

Lurie Children's Case Studies/Examples

- Space Recognition
- Position/Program Recognition
- Event Recognition
- Donor Walls
- Program Sponsorship + Commodification

Space Recognition: What would you do?

- Lurie Children's is building a new facility on the West Side of Chicago
- A donor is interested in funding this opportunity but only interested in exterior recognition
- Per policy, buildings can only be named for a minimum of \$25M but donor's gift would be below that
- Very important to engage this donor in the project

How would you handle a scenario like this?

This is what we did:

- Exploring term-limit for naming opportunity
 - Not a building naming but a “sponsorship”
- Exploring creative recognition
 - Founding donors, artistic installation, garden signage
- Flexibility around gift minimums at satellite locations and types of signage used
 - “Named spaces at facilities outside the hospital (including, but not limited to outpatient centers, surgery centers, etc.) are valued based on these levels and best practices of commodification but may be lower than these recommended minimums.”
 - “Signage for naming opportunities is determined by gift level. With CDO approval, different signage types may be used.”

Program/Position Recognition: What would you do?

- Donor is interested in funding a new facility dog program and would like recognition associated with this program
- Program recognition requires a minimum expendable or endowed gift of \$5M, potential gift does not meet this threshold
- Need this donor to commit in order to create the facility dog program; other investments are dependent upon it.

How would you handle a scenario like this?

This is what we did:

- Creative option: Name the “dog” position and receive recognition commensurate with a position naming (more public facing recognition and mentions)
- Benchmarking with peer organizations to reinforce policy minimum gift requirements
- Added policy flexibility:
 - “The Foundation may consider sponsorship or term-naming of certain programs.”
 - Consider scope/size of program among other factors

Event Recognition: What would you do?

- Audit of event sponsorship packets revealed inconsistencies
 - Logo use/marketing was not consistent among levels or events
 - Event recognition was not consistent with other types of recognition (events were promising too much or too little)
 - Unsure that benefits at each successive level were enough to encourage donors to give more
- Need to create a consistent donor experience – especially if donors sponsor multiple events

How would you approach event recognition?

This is what we're doing:

- Solution ongoing and working group convened
- Took inventory availability of benefits and number of impressions to help us tier each level
 - Ex: if we can only fit 5 logos on a t-shirt but 30 logos on a website then a t-shirt would be a higher value benefit
- Rather than create a “one-size-fits all” approach give guidelines based on different tiers and define benefits
 - Ex: presenting sponsors (\$15k - \$100k), major sponsors (\$10k - \$25k), supporting sponsors (\$5k - \$25k)
- Create a standard event sponsorship packet – each event reviewed by marketing and donor relations
 - Standardize language and create broad categories rather than promising specific benefits

Donor Walls: What are you doing?

- In the process of reimagining donor recognition walls at Lurie Children's
- 11 separate donor walls → 1 interactive, engaging installation
- Have engaged an outside design vendor; working through a timeline of work and how to engage different constituencies

Do you have donor walls? How do you use them?

Case Study: Commodification of Mobile Health Unit

Mobile Health Program Sponsorship Benefits

Program Recognition	Presenting (max. 2 donors)	Sustaining (max. x donors)
Recognition on Mobile Health Unit	Company Logo	Company Name
Recognition on program materials, which include the program webpage , easel signage at community events, and program handouts at events	Company Logo*	Company Name
Article in Lurie Children's "every child" e-newsletter acknowledging sponsorship** (over 86,000 readers)		
At least one social media post mentioning our gratitude, when appropriate**		
Social media toolkit provided with suggested language, images, and hashtags		
One complimentary team (\$3,500 value) for Lurie Children's Corporate Cup event		
Corporate Champions Recognition		
Customized "Partnership Spotlight" on Lurie Children's Corporate Champions web page		
Membership as a Lurie Children's Corporate Champion		
Company name listed on Lurie Children's Corporate Champions webpage		
Opportunity to host virtual Lunch-and-Learn for company employees with Lurie Children's program lead		

* Logo will be used wherever possible, but in some cases may be replaced with the company name for purposes of clarity and readability
 ** Subject to Lurie Children's editorial calendar

- New program
- Considered the following factors
 - Benchmarking with other organizations
 - Number of prospects
 - Sponsorship/term-limit
 - Assets available – what type of recognition?





Questions and Additional Discussion