



Redefining Recognition

BACKGROUND



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TRIBUTE GIVING

- Donors, participants, event organizers, etc. all have a strong desire to **do something**
- Naturally, the results can often be described as tribute giving
- This method of giving exists regardless of having a formal program
 - Birthday
 - Anniversary
 - In Memory
 - In Gratitude of Caregiver
 - In Honour

TRADITIONAL TRIBUTE PROGRAMS

- Static recognition
- One-way communication
- No incentive to keep giving



CASE STUDY: MEMORIAL PROGRAM

- Outdated wall of Doves
- Expensive, no reason to keep giving, missing the **why**
- Huge risk...
- **Huger reward**



HOW WE DID IT!

Revitalization of Memorial Program

- Creating Legacies: using images and personally written tributes
- 4-step process to bring donors and loved ones along the journey
- Never stops, always evolving
- Impact shared by donors, loved ones and partners in healthcare



CREATING A LEGACY: TOGETHER

1

NOTIFY

Letters from solicitors to inform about changes

2

SHARE

Permission, photos and tribute text gathered

3

CELEBRATE

Invite community to hear about the impact that their loved one's legacy is creating

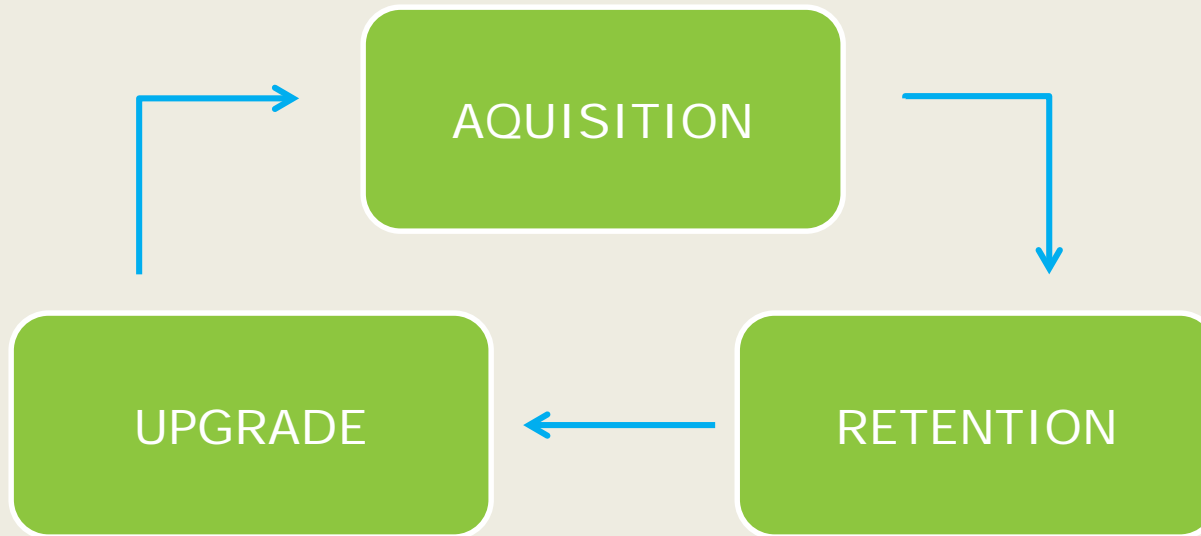
4

UPDATE

Share progress, milestones and impact

RESULTS

- Line-ups to make donations during the Celebration
- Phone calls and follow up for months

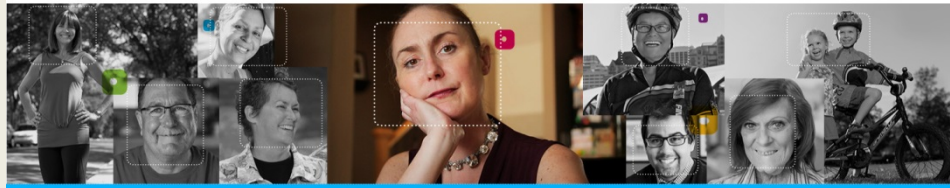


REDEFINING RECOGNITION

- Two-way dialogue (story-telling)
- The way you tell this story should reflect the unique values of your organization
- Recognition vehicles are designed to **evolve**
- Make opportunities to engage with donor, family of and/or honoree

REAL STORIES, REAL DIALOGUE

LET'S GIVE ALBERTANS FACING CANCER **MORE MOMENTS**



together we're creating
MORE MOMENTS
for Albertans facing cancer



albertacancer.ca/more-moments

KEY INGREDIENTS

Customized Donor Experience

- Donors are driving their level of engagement

Legacy Impact

- Reporting is just the cost of doing business

Strong Strategy Between Stewardship & Fund Development

Understanding your **donors depth** and **motivation** is the game-changer



OPPORTUNITIES

1

What are you capturing?

Are you recording and tracking motivation to give beyond emails and memory?

2

Legacy

Does your recognition system reflect the legacy that is tribute giving?

3

Now what?

How does a conversation about Legacy easily transition into Planned Giving?

A photograph of a woman with long brown hair hugging a young child from behind. They are outdoors in a grassy area with trees in the background. The image is semi-transparent, allowing the text to be clearly visible.

THANK YOU