

GENERAL SESSION 3: Hindsight (and Donor Recognition) is 20/20

Joanna Riester

Director, Donor Relations, Ann & Robert H. Lurie Children's Hospital of Chicago

Cindy Hancock

Founder and Consultant, Belden Avenue Partners, LLC

Session Description:

This dynamic session will be a conversation and case study jointly presented by a current and former Director of Donor Relations of the same organization. Looking back with the benefit of hindsight, Cindy and Joanna will take turns in presenting on the system, standards, plans and implementation of donor recognition in Lurie Children's. Through this "then and now" presentation, they will address several scenarios about what "we tried to do" and what "actually happened." They will explore topics including named space signage design, cost and policies and standards, lead donor recognition, placement and capacity of donor walls and creative planning to honor your institution's philanthropic history.

Joanna Riester

Director, Donor Relations, Ann & Robert H. Lurie Children's Hospital of Chicago



Joanna began her career in donor relations at Northwestern University Feinberg School of Medicine in 2007. In addition to building a systemized endowed fund and stewardship reporting program at Feinberg, she was instrumental in launching the school's online giving pages and social community, *Our Northwestern*. In 2012, Joanna was promoted to Senior Associate Director, Engagement & Participation, a role in which she lead the medical school's annual giving program for alumni, grateful patients, employees and faculty. In 2015, she returned to donor relations as the Director, Donor Relations at Ann & Robert H. Lurie Children's Hospital of Chicago, where she oversees a comprehensive donor relations program. Joanna received her Bachelor of Arts in Communication from DePaul University and her Master of Arts in Public Policy and Administration from Northwestern University.

Cindy Hancock

Founder and Consultant, Belden Avenue Partners, LLC



Cindy is the founder and CEO of Belden Avenue Partners, a consulting firm helping organizations achieve their goals by focusing their fundraising efforts and maximizing the impact of their philanthropic reach. Prior to consulting she worked in healthcare philanthropy for 14 years, leading donor relations at Ann & Robert H. Lurie Children's Hospital of Chicago and Riley Children's Foundation (Indianapolis, Indiana). She has served as an ADRP board member and presented at conferences including the ADRP International Conference and Blackbaud's bbcon.

Knowledge Domains: Leadership and Management, Ethics and Accountability

Keywords: Named Spaces, Recognition, Development Plans, Donor Walls, Plaques