



AD
RP

ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS



Hindsight (and Donor Recognition) is 20/20

Cindy Hancock

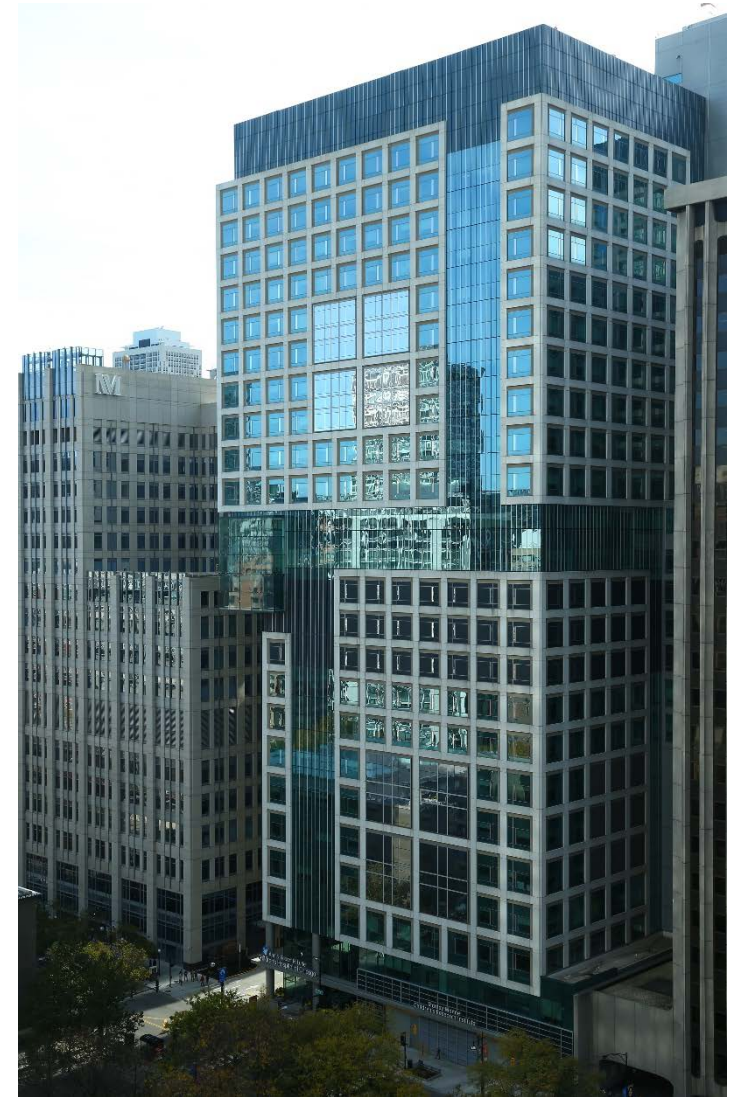
Belden Avenue Partners, LLC

Joanna Riester

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

Recognition in Lurie Children's

- Opened June 9, 2012
- 23-story state-of-the-art children's hospital
- Top children's hospital in Illinois
- Provided care for more than 208,000 patients in 2017
- Since 2012, expanded to include:
 - 5 new locations (12 total)
 - 3 new partners (15 total)
 - 2 new affiliations



Let's Start By Looking Back...

- 2006 Planning: values, design and signage standards
- 2012 Implementation: special requests, donor walls and installations
- 2018 Maintenance: annual updates and ever expanding data and policies



Design and Signage Standards

Jane Doe Family Foundation

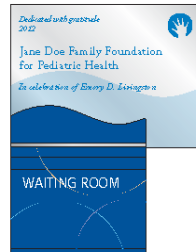
Jane Doe Family Foundation

Tier 4 Dimensional Letters
4 1/2" Cap Height

Tier 3 Dimensional Letters
3" Cap Height



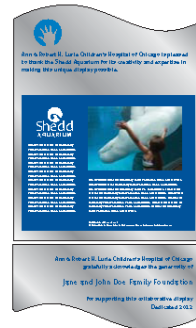
Tier 1 Plaque (with Room Sign)
6 1/4"H x 8 1/2"W



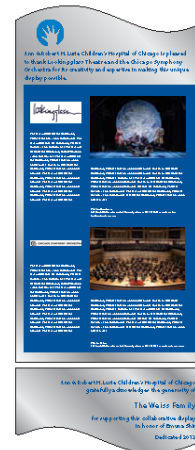
Tier 2 Plaque (with Room Sign)
9"H x 12"W



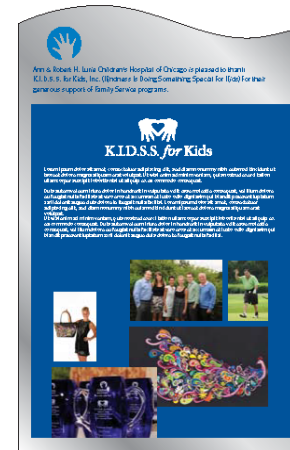
Dedication Plaque
10"W x 16"H



Community Partner Plaque
12"W x 15"H + 12"W x 5 1/2"H



Community Partner Plaque (Double)
12"W x 22"H + 12"W x 5 1/2"H



Auxiliary Storyboard Plaque
18"W x 28"H



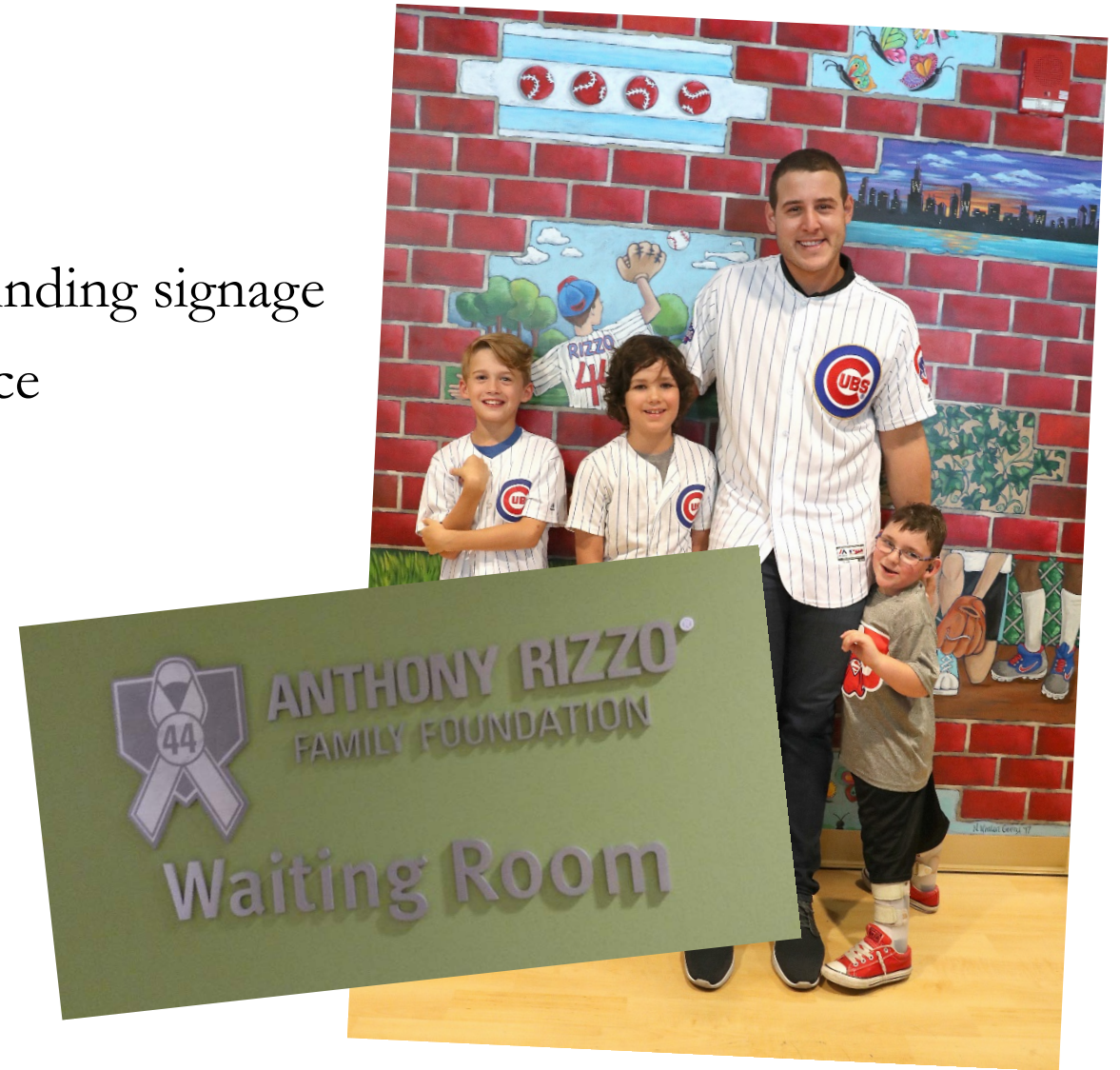
Window of Hope Plaque
5" x 5"



Artist Plaque
6"W x 5"H + 6"H x 5"H

Key Learnings

- Integrate recognition signage with way finding signage
- Consider annual updates and maintenance costs
- Create standards with flexibility, to serve as a framework



Lead Donor Recognition

- Meeting lead donor's written and unspoken expectations
- “No bronze busts or portraiture”



Key Learnings

- Use art as recognition
- Consider a lead donor's values and preferences
 - Create recognition that is *inspired* by them but not overtly *ABOUT* them
- Consider a lead donor's and project's ideal timeline



Placement and Capacity for Recognition

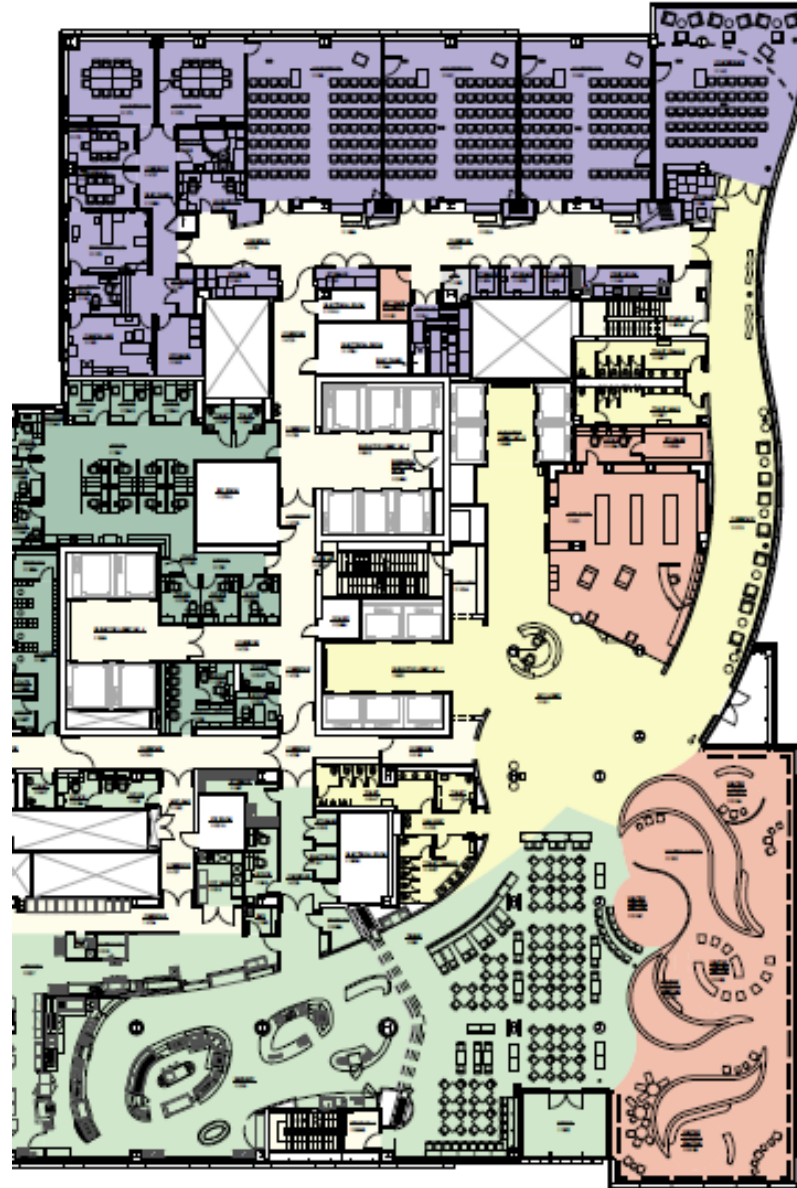
- Current displays and new needs
- Considering placement in a building under construction and capacity needed 30 years in the future
- Integrating donor recognition program with hospital art program





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Key Learnings

- Remember the mission of your institution: space for recognition should and will take a back seat!
- Design displays for new programs to be as flexible as possible
- Consider capital campaigns as “moments in time” for *most* installations
- Keep branding on elements that lend themselves to updates



Honoring the Hospital's Philanthropic History

- Audit of all existing recognition in old hospital
- White Paper and Inventory generated to guide process
- Pathways created to help guide colleagues in using decommissioning to recognize donors in the ways most meaningful to them



Key Learnings

- Tell an inspiring story
- Demonstrate how you value donors
- Steward generational philanthropy



In Summary

