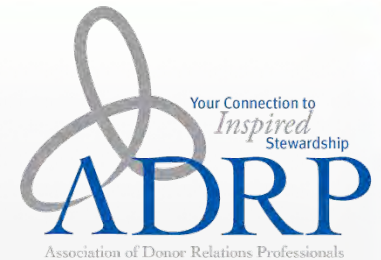


The Virtual Donor Wall

Presented by:
Anne Manner-McLarty



Creative discovery for complex projects



Anne Manner-McLarty

- Current: President and Lead Consultant
Heurista: Creative discovery for complex projects
- Prior: President and Senior Consultant
Robin E. Williams Incorporated / Best Practices for Donor Recognition
- Writing (with Robin E. Williams):
TheThanksTank.com Roundtable:
Integrating Multimedia in Donor Recognition
Penelope Burk Revisited
Critical Considerations for New Donor Recognition Media

Just a snapshot



donor recognition walls

SafeSearch off ▼
 Advanced search

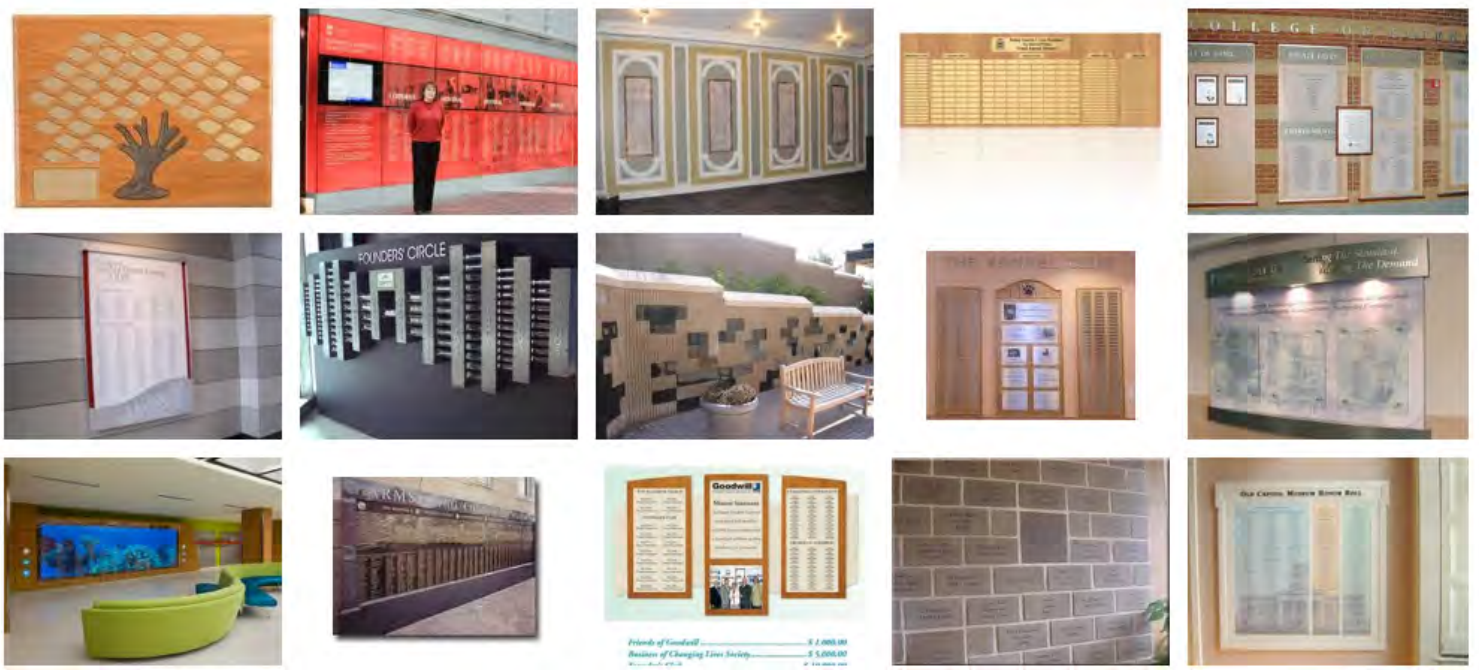
Search

About 110,000 results (0.43 seconds)

- Everything
- Images**
- Maps
- Videos
- News
- Shopping
- More

Sort by relevance
Sort by subject

Any size
Large
Medium
Icon
Larger than...
Exactly...

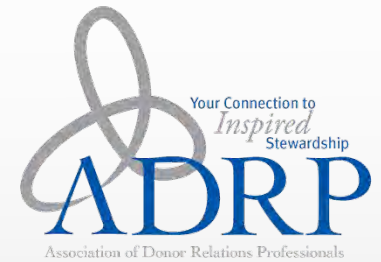




What is a Virtual Donor Wall?

“Virtual Donor Wall” is used as a catch-all phrase encompassing everything other than a traditional, facility-based grouping of donor names.

I encourage you to maximize the “virtual” aspect and think of it as a concept identifying any donor recognition experience that is not tied to a passively-viewed, traditional donor recognition display.



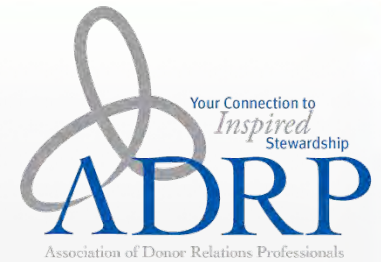
Facebook redefines “wall”

Moderate volume text and/or image messages shared via “one-to-many” (or many-to-many with comments) publication and consumed via web browser.

The term “social media” refers to the use of web-based and mobile technologies **to turn communication into an interactive dialogue.**

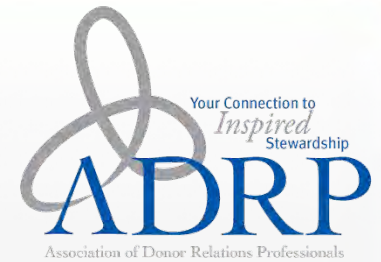


Malcolm Gladwell



- Books: *The Tipping Point* (2000), *Blink* (2005), *Outliers* (2008), and *What the Dog Saw: And Other Adventures* (2009)
- TED Talk: [Malcolm Gladwell on spaghetti sauce](#) (2004)
- Topic: Howard Moskowitz / horizontal segmentation

Aligns with Daphne Powell's ideas about a donor relations and stewardship "tool kit"



Harv Mock, James Graham & Jared Novoseller

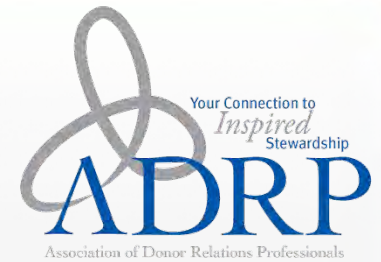
Highlights the “perfect storm” leading to the influx of electronic and interactive displays:

- Intergenerational transfer of wealth
- Growth of the internet, website integration serves global audience
- Fundraising competition is now global, not local
- Traditional sources of funding no longer exist

• Useful Tools:

[Donor Wall Planning Guide](#)

[Demos](#)



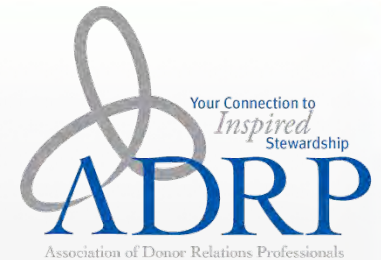
Ryan Cahoy

- ADRP 2011 Presentation: Utilizing Mobile Phone, Social Media, and Digital Display Technologies to Recognize Donors
- <http://givingrecognition.com/>
- LinkedIn Group: Digital Donor Recognition

Possibility of donor communication “going mobile” then “going viral”



Lynne Wester



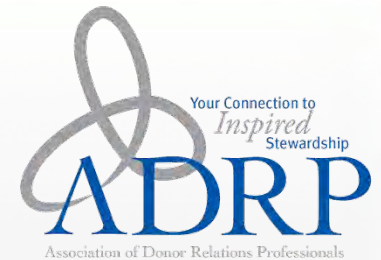
Strong advocate for the integration of new media into all donor relations and stewardship activities

- DonorRelationsGuru.com
- [Videos and Digital Samples](#)

Social media is a dialogue, not just information



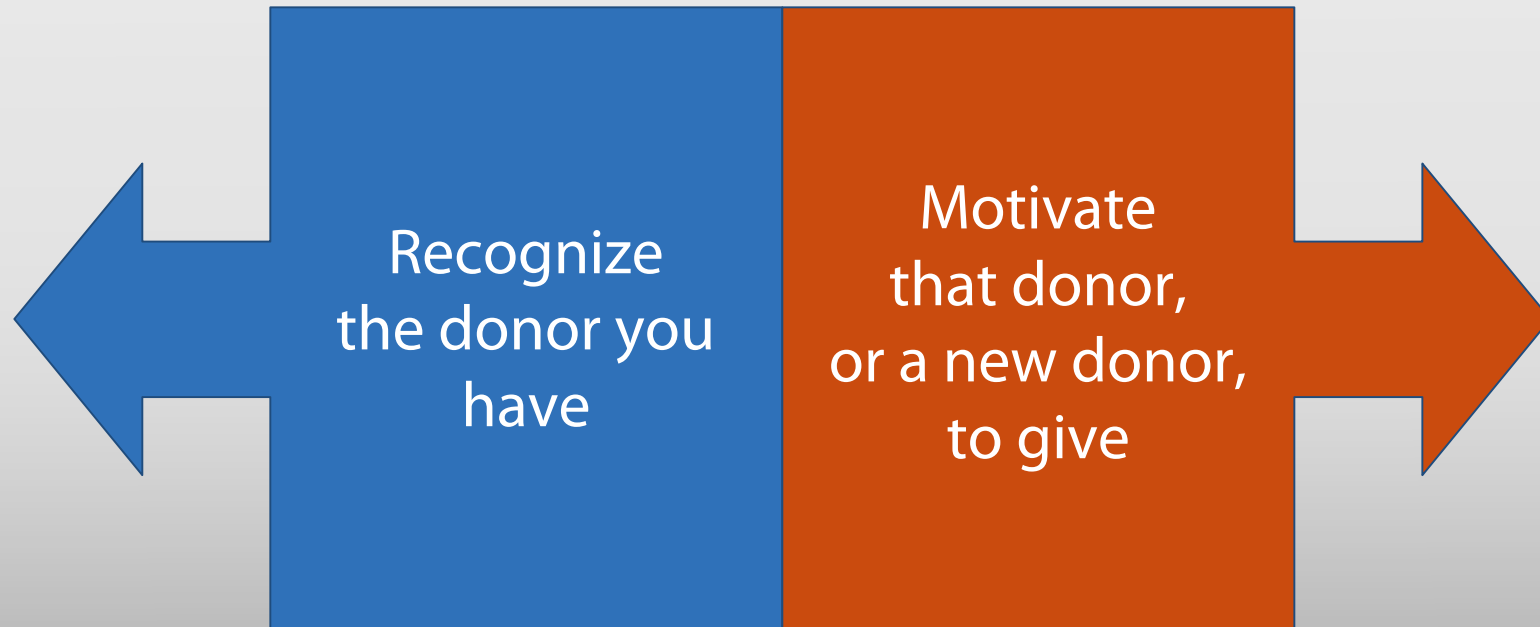
Jane McGonigal



- Books: *Reality is Broken: Why Games Make Us Better and How They Can Change the World* (2011)
- TED Talk: *Gaming Can Make A Better World* (2010)

Using current research from the positive psychology movement, McGonigal argues that games contribute powerfully to human happiness and motivation, a sense of meaning, and the development of community.

The TWO functions of donor recognition



User Experience

Some interactions require audience action. Examples include attending an event, visiting a facility or even choosing a button on a website.

Other interactions are passive and require little or no audience action. Examples include viewing a traditional donor wall or receiving a printed honor roll.

Even secondary interactions - those that involve the decisions leading up to or following the primary interaction - affect the user's evaluation of the experience.

Erroneous Thinking

Tradition

We must keep doing what we've always done

Modeling

What's been proven to work will work again

Surveys

Asking donors what they want will provide insight

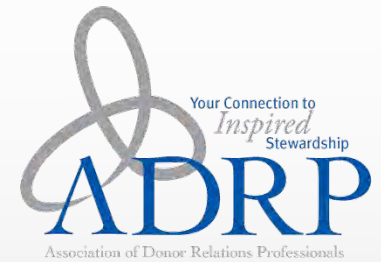
Unproven Thinking

Electronic donor recognition is

- Easier to implement
- Costs less
- Easier to maintain
- Is equally or more effective than its traditional counterparts

Online donor recognition is

- Unappealing to donors
- Dangerous



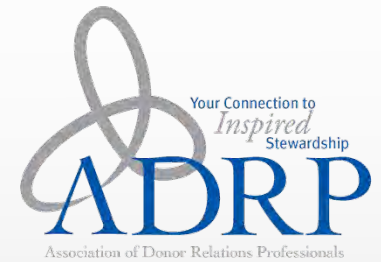
Shared Thinking

There is no single solution that will work well for every institution. Customization, review and revision are crucial to long term success.

Donor relationships are best served by a variety of stewardship activities.

Donor recognition is best achieved through multiple outlets, often requiring multiple mediums.

Donor relations professionals are uniquely positioned to lead the introduction of social media and Web 2.0 paradigms because they are proficient in forecasting the entire span of the organization's relationship with the donor.



Horizontal Segmentation

What are the appropriate “groupings” for types of donor recognition?

In the past, it was assumed that gift amount and type of giving were good indicators for deciding the appropriate volume and method of recognition.

Moves management then began to influence the balance of investment in donor recognition.

Now, considerations of donor interest, donor habits and return on investment are gaining influence.

The Discovery Process

Any design project, no matter it's size or purpose, should begin with the same questions:

- What needs to be communicated?
- Who is the audience?
- What is the budget?
- What is the schedule?
- (and then) What is the right medium?

What needs to be communicated?

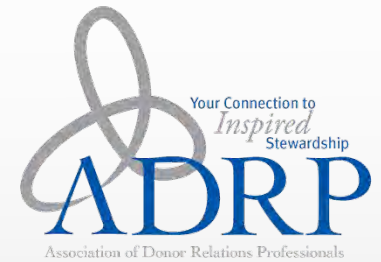
For the purposes of donor recognition, several specifics should be included:

- Who is being recognized?
- Why are these people being recognized?
- What more do I need to know about these people to understand the gift(s)?
- How can I give?
- (and then, most importantly) How can I share this information?

The Test Project

Because we are forging new ground:

- Devise a long range strategic plan, with awareness that it will change over time
- Start with a short term, goal-specific project
- Establish goals, appropriate metrics and methods for measurement
- Monitor and modify
- Report objectively
- Repeat as necessary



Marketing (and Communication) Strategies

Push strategy

Information is "pushed" toward the audience, either by single-direction (print/television) or interactive means.

Pull strategy

In a marketing "pull" system the consumer requests the product or information and "pulls" it through the delivery channel.

Pull strategies encourage exploration, improve emotional buy-in, increase user appreciation and facilitate third-party involvement.



What makes information “go viral”?

1. People are compulsively driven to share their emotional experiences (both positive and negative)
2. The sense of “doing good” (public service) further encourages people to share
3. Environmental reminders “re-trigger” the impulse to share

Extrapolated from [Fast Company Magazine](#)

Prepare for secondary interactions

Environmental - is this information arriving in a “package” that prepares the audience to comprehend the importance of the message?



Situational - is it arriving at a time and location that makes sense for the message?

Relational - Especially in regards to third-party sharing, is the implication of a relationship appropriate?

http://viewer.zmags.com/publication/1eb0baec/#1eb0baec/12

Example: Online "Magazine"




Search...  **Penn Nursing Science** *in ACTION* [Learn More.](#) 












Places to Connect and Engage
Max and Jenn Basada know how environments can affect care and learning. Max, a member of the Penn Nursing Board of Overseers since 2007, is the founder of Bayada Nurses, the region's most successful home healthcare company. Jenn, a certified rehabilitation registered nurse, manages Bayada Nurses' rehabilitation nursing program, BayadaAbility. When Dean Meiers called their attention to the less-than-inviting entrance that was Penn Nursing's doorway to the world, the Basadas saw the opportunity to help transform a community. Their generous end gift enabled a significant redesign of the entrance, including an ADA-compliant path into the building to increase accessibility for persons with physical disabilities.

"Nursing is the face of healthcare," says Jenn, "and Penn Nursing needed a better face." Today, Bayada Plaza is a welcoming, natural oasis of green bisected by a path inscribed with inspirational messages. For Jenn, this was the most meaningful part of the collaboration. "Our goal was to connect those who walk through the plaza with the meaning and purpose of the School," says Max. "We're proud to support Nursing at Penn. Since we've known it, the School has been on a tireless upward trajectory. They're never satisfied. They're always trying to do more." At Penn Nursing, the feeling is mutual: the Basadas' transformation of Penn Nursing's public face is a contribution that will be felt for generations.

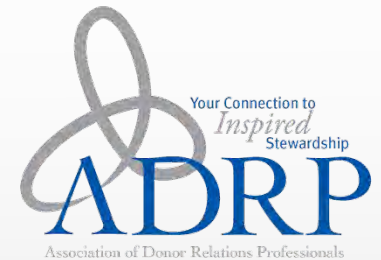


Claire M. Fagin Hall
School of Nursing
418 Curie Boulevard

16 AS PENN NURSING CARE TO CHANGE THE WORLD.

    12-13/52     

http://www.bu.edu/recognizes/special-gifts/



Examples: Comprehensive Listings

Boston University Stewardship & Donor Relations

BU Recognizes

Special Gifts



Some gifts to Boston University serve a special purpose and are imbued with another level of significance, for the donor, for Boston University, or for both.

[Class gifts](#) are made by graduating students as a collective expression of their class's affection and appreciation for BU. These gifts are often the first step toward a long and satisfying relationship between alumni and their alma mater.

Gifts made [in memory or in honor](#) of another person allow donors to pay tribute to those they love and respect, by associating their names with enhanced opportunities for BU students and faculty members.

Gifts to [endowed scholarships and fellowships](#) directly support the University's teaching mission and help generations of Boston University students achieve their academic goals.

Special Gifts

2010 Class Gift Campaign

In Tribute

Endowed Scholarships & Fellowships

FROM PRESIDENT BROWN

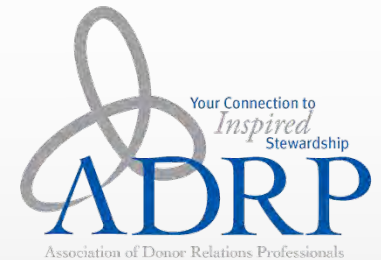
"Welcome to Boston University's donor recognition website. Whether you have supported the University through a gift or pledge, thought about giving, or been the recipient of some form of support, I urge you to explore this site." [Read more...](#)

BU RECOGNIZES

- [Leadership Donors](#)
- [Corporations & Foundations](#)
- [Annual Fund Society](#)
- [In Tribute](#)
- [Clafin Society](#)
- [Class Gift Campaign](#)
- [Endowed Scholarships & Fellowships](#)
- [Volunteer Leadership](#)

http://giving.sc.edu/

Examples: Dynamic Story-telling



Why I Give

"I support academic areas that mean the most to me through the Family Fund because public universities provide ordinary people with the chance to achieve

extraordinary things for all of us."

» Find more about the power of philanthropy

Brad Stratton, Director, Center for Business Communication at the Darla Moore School of Business, supports the Carolina Family.

» Give Now

» Make a Pledge

» Pledge Payment

» Gift Planning

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