











Audit What's There Now

- Photograph all existing signage

 Put together two hard-copy tabbed binders

 Accompany each photo with:

 Donor's ID number

 Gift agreements

- Location
 Plaque Size
- •Enter photos into each donor's database profile
- •Enter gift agreement in database
- •Enter all information in an Excel spreadsheet





Set Up a Storage Area for Old Signage

- •Canvas gift officers before the building goes down
- Ask to identify which signage should be saved/tossed
 Work with GOs to notify donors/heirs
- •Ask if donors/heirs want signage as a memento
- •Assess whether signage must be rehung in new facility





You Want to Name a Building?

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		NYU Langono	Medical Center Capital Naming Op	portunities
Naming Opportunity	Qt	5Q Footage / Floor	Description / Notes / Chardians	Estimated Git Amount
Part and the second		Nev	Construction	
Tisch Hospital	_		Under Development	Smmm
In-Patient Surgery	T1	6th floor	OCCUPATION OF THE PARTY OF THE	\$10,000.00
New Hybrid Operating Room	7	6th Roor	1	
Pharmacy, Inpatient	1	3rd floor		
Electrophysiology Lake - New Patient Holding Areas	R	5th Rear		
Critical Care Unit	1	162		\$6,66,6
15W Unit	1			\$1,00.0
Bone Marrow Transplant Unit		344		\$1,000,0
Renovated Rooms Dutside with HEFA Filters	*			
Radiation Oncology				Sa, coa, co
TOMO Therapy Suite	1			\$4,00,0
Dysautonomia Center	1			Sayouan
Consultation Foom	1			Secure
Edycation & Conference Room	1			Sençe
Feculty Office	1			Sençe
Nursing Room	1	17,77		500,0
Transitional Care		136		\$4,000,0
Devatora	*	100		1 227.000
Family Resource Center	1	5000		
3 Floors of Research Space		190		
Ground Floor Space		TRD		
Clinical and Translational Science	T	TBD		

Naming	Policy	
	Children's Memorial Hospital	
	Naming Agreement	
	This Yaming Agenesis ("Agenesis") all seld list	
	Childre's Meurical greefully absentiating the throughful presents of Jacob doner name (in Smith-offsee) (Smith) per in assuring Childre's Vilenama in fallis increases of serving distribute and faculties.	
	 In mergerious of the Disser's presence; the photothe narrows speed, will be the grand, the journ't Space Name?. This the greatest will create an accretion with Children's Moneral's reasoning emphotosistic points; and the first to meet without Augus of Children's Moneral's reasoning experiments pointy an attacked down. Happing the the point will be designed with Children's Moneral's considered. 	
	driff PACLES FALLOWING TWO LEATENCE AT ACADML AGREEMENT FREEDING TO MAADM AARDIG COMPOSITIONT On second schemes, performed in grains conversion adjust, to despite second upons, "all be refused to us to Desert decreased review of "Space Names". "You allow conversi, the jaccotte names upon "all involution to us to jaccott determinate reviews of "Space Names"."	
	 This tenting agreement references the Densor's girlt to Children's Memorial in the annual of SXXX,XXX on Denset month and days, 20XX. 	
	 In the error that the entire gelf annual is not received by Children's Shekarind, Children's Shekarind only in the Secretary search the Desiral recognition and offer the Desirate shekaring search approximating approximative the Desiral by Simple and A. 	
	 For emogention proposes, including priced publications, the donor wall, and giving mointain, the Desire will be emogeted as follows: 	
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	DONO	R RECOG	NITIO	N TIERS	
		Gift Value	Service Control	Distance 1	Secognition
Ties 1 Building Donor	Pligh \$101 \$1000	Mid-Bange gox	£XX	Extensor III' to 20" high Dullding Mounted Letters	Sterior (Pretininary) 5" to 10" high latters in less floor lobby
2 Floor Donor	\$11 - \$101	\$11	\$11	NA	3" to 5" high letters in corresponding floor lobby
\$ Department/Unit Donor	varies	velis	usites	TarA	2" to 4" high letters in corresponding floor looking Dedication Planel for ated experience conference department enhance identification panel
4 Large Area/Room Donor	\$%-\$%	poor.	\$1000	NA	2" high letters at room entrance Dedication Planel located adjacent to code required moon identification panel
\$ Small Area/Room Donor	81000	\$100X	\$1000	NA	Dedication Panel located adjacent to node required morp identification panel
6 Donor Campaign	uws.	valed	swes.	Pa/A	Donor Recognition Wall of referent floor, scalable to campaign

Standardization Across the Medical Center	
Electronic Donor Wall	
0 0	
	1
How Does Donor Signage Fit with Wayfinding?	
Wayfinding directories will list destinations in	
consumer-friendly language without the donor	
name •Donor names will live at the destination itself	
Celebrate!	













Event Follow Up •Media coverage •Framed photos to donors •Celebration coverage in News & Views, Philanthropy in Motion



Questions

- •What do I do with that drawer full of 3" brass name
- •Where is the digital donor wall?
 •What about "In Perpetuity"?
- •Can we get an iPad app for signage? •Who pays for all this signage?



No person was ever honored for what he received. Honor has been the reward for what he gave.	
– Calvin Coolidge	