

Audit What's There Now

- Photograph all existing signage
- Put together two hard-copy tabbed binders
- Accompany each photo with:
 1. Donor's ID number
 2. Gift agreements
 3. Location
 4. 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?



Standardization Across the Medical Center

Electronic Donor Wall



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

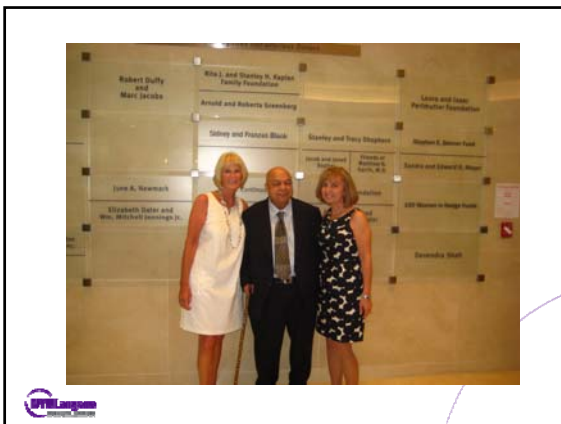


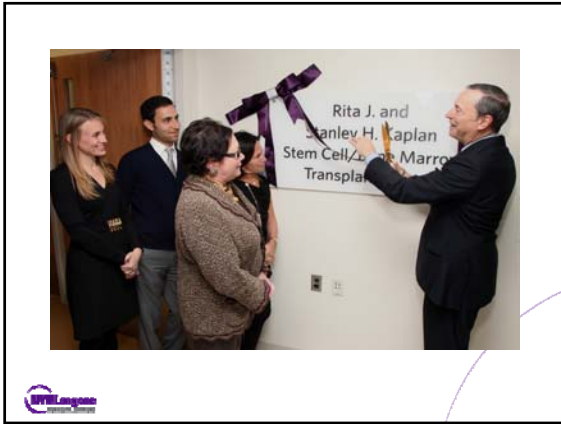
Celebrate!



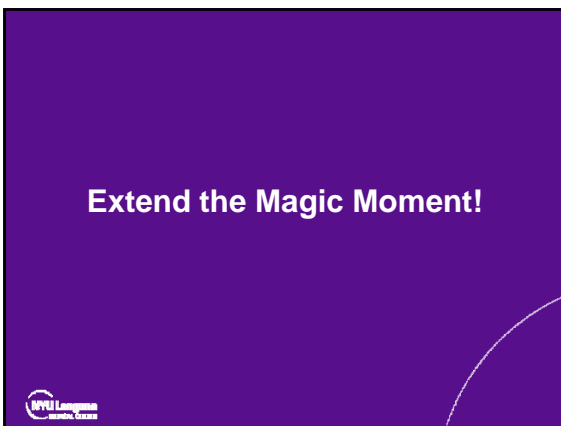












Event Follow Up

- Media coverage
- Framed photos to donors
- Celebration coverage in *News & Views*, *Philanthropy in Motion*



Questions We Didn't Answer



Questions

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



