



Donor Recognition - A Roadmap to Success

A well conceived donor recognition program can be one of the most important elements of your organization's growth and development. Serving as an architectural thank you, your donor program can incentivise giving and provide an opportunity to reinforce your institution's brand. Collaborating with Welch Sign using this roadmap will bring your vision to life.

Phase 1: Initial Preparation

- Establish a stakeholder committee. Consider including key donors, lay leaders, development staff and interior designers.
- Appoint a project manager responsible for managing the program and collaborating with Welch Sign.
- Establish a budget cap. Your Welch representative can assist you with understanding typical costs.
- Establish a timeline working backward from the desired installation to ensure you have enough time to plan and implement.
- Create a recognition policy documenting what each donor will receive based on their contribution.
- Work with your Welch Sign representative to outline project scope and finalize all contract details.
- Sign contract and provide required retainer.

Phase 2: Design Preparation

- Consider program goals including, profiling key donors, telling the institution's story, cultural messages and inspiring additional and future giving.
- Complete Welch's Design Brief. This may be done independently or with the help of your Welch representative.
- Work corroboratively with your Welch design team to outline attributes that you wish to include in your recognition program. This process will involve reviewing examples from Welch's vast portfolio.
- Select locations for all components of the donor recognition program. Your Welch representative can guide you with selecting the most appropriate areas.
- Provide Welch with support information including plans, elevations, giving levels, plaque quantities within each level, list of dedication opportunities and artwork.

Phase 3: Concept Development

- Based on the criteria established during planning, Welch will develop concept drawings for your review. Typically, options are presented at varying price points not to exceed established budget cap.
- With the guidance of your Welch representative, your committee will review concept drawings and provide feedback.
- Coordinate with other design professionals including interior designer and architect.
- Once feedback is obtained from all stakeholders, Welch will revise drawings based on preferences. In order to increase efficiencies and reduce costs, it is critical that all decision makers weigh in before any additional iterations are developed.
- During this phase, Welch may also begin prototyping key elements of the concepts that are being considered.

Phase 4: Final Review & Approval

- With the guidance of your Welch representative, review final design drawings and prototypes.
- Welch will present firm pricing with final design concepts and a firm timeline for implementation.
- Provide approval of design and cost proposal, and provide required deposit.
- Integrate design renderings into donor marketing and solicitation packages.
- Work with Welch to develop appropriate forms and correspondence for gathering names and copy for donor plaques.

Phase 5: Installation

- Ensure all construction is complete in areas where donor signs will be placed.
- Communicate with Welch's Installation Coordinator to establish timing and accessibility requirements.
- Ensure your project manager will be available during the installation.
- Inspect all installed signs prior to the departure of Welch installers.
- Provide installer final payment.