

What is a Donor Recognition wall?

- A meaningful way to acknowledge supporters' contributions to your organization
 - It celebrates past donations and inspires future giving
 - A way to emphasize your non-profit's appreciation for the donor and the impact they've had on your missions
- *Poor communication and lack of recognition are a leading cause of low donor retention

Things to Consider when designing a Donor Wall:

- Developing a strategy for tiers of donor
 - What amount is required to be recognized?
 - How many donor levels / categories to be featured?
 - Can be defined by colour, shape, size, and/or text
 - Donor walls usually recognize:
 - Major Donors
 - In-Kind Donors
 - Capital campaign donors
 - Large crowdfunding campaign donors
 - Planned giving donors
 - Sponsorships
- Longevity and Maintenance
 - Are you recognizing donors for a month, a year, 5 years, forever?
 - Is your donor wall scalable?
 - Do you require room to grow? Allow for updates or changes?
 - How can you incorporate a new donor?
 - Cleaning and Repair

How to build a donor wall:

- Plan and establish a budget – size, materials, etc....
- Determine who you want to recognize
- Pick a location
 - Lobbies, Reception areas, high-traffic hallways, waiting area, etc....
- Think of a theme
 - Something to tie everything together and help you from veering off track
 - A donor wall can become a symbol of your mission and vision
 - Think about:
 - What message do you want to convey with your donor wall?
 - A theme to match your organizational brand
- Create a Design
- Organize Content
 - How will you use images as compared to text (if any at all)?
 - Additional content besides donor names, such as your organization's values
 - Possible details include:
 - Date
 - Amount Donated
 - Type of Donation
 - Name of Individual or Business
 - Company's logo
 - Length of support
 - Donor walls often include phrases using grateful language and highlighting donors. Some good examples of possible phrases are:
 - "In recognition of..."
 - "Donated in honor of..."
 - "Dedicated by..."
 - "Made possible by..."
 - "In recognition of the charitable spirit of..."
- Construction and Installation
- Unveil and celebrate!