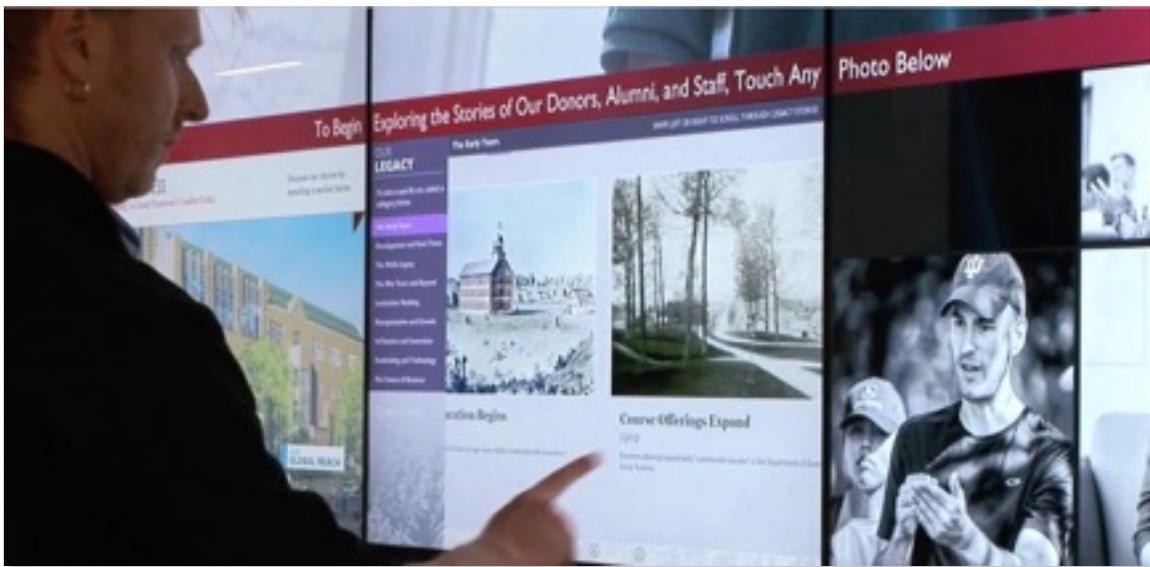

Designing A Modern Donor Recognition Wall

State-of-the-Art Interactive Technology that Engages, Inspires and Amazes



USING TECHNOLOGY TO DESIGN A SUCCESSFUL DONOR WALL

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As a non-profit, celebrating and thanking your donors and contributors is a top priority. Singling the donors out and making them feel appreciated will ultimately lead to increased or repeat donations that will undoubtedly benefit your organization.

Before the digital age, sending a thank-you letter and putting a name on a plaque in your lobby was sufficient. But the times are changing. A static plaque on a wall is no longer good enough.

Using technology, you can design and create a successful donor wall that is interactive, compelling and beautiful to look at. A digital donor wall tells a story, reinforces your organization's mission and allows potential donors to interact with your brand in a positive way, thus creating better brand awareness and driving donations.

This paper will outline the details on how to use technology to design a successful and modern donor wall.

An Interactive Wall to Tell a Story

We've all been there, staring at a wall in a hospital covered in brass plaques with hundreds of names inscribed on them. While the saying is true that people love to see their name in print, if a stranger looks upon a massive static donation wall, the message behind the wall loses almost all meaning and the plaque itself fades into the background.



By creating a visual story, potential new donors can learn more than just the names of the current donors. With a digital donor wall, you are able to add multiple levels to the wall to captivate and entice the audience to look at more.

Adding more information about the donors such as how they donated and why

they donated, you are giving potential new donors the opportunity to relate and form a bond. By telling a story, readers of the wall can understand your organization better and begin to feel an affinity towards it, which can lead to increased donations and more praise for your organization.

Compelling and Easy-to-Read Content

The average person visiting your wall will not be there to read a novel. By designing a modern and beautiful digital wall that is user-friendly and easy to navigate, you are enticing people to take a closer look. It's the content on the wall that will make them stay for 10-15 minutes to peruse.

By making sure the content in the wall is solid, punchy, informative yet somewhat colloquial, you are ensuring that people will want to read more and spend more time interacting with the wall. This gives them more time to build a rapport with your brand and increases the likelihood they will make a donation or stewardship gift.

Donor biographies should be kept at about 500-600 words in length while video and other media should be between 30-45 seconds long. This will keep the viewers interest while still giving enough time to reinforce the message and tell a meaningful story.



Data Collection and On-The-Spot Donations

Once you've established a compelling and interesting story on your digital donor wall, people will be moved to donate. Once the audience is captured, giving them the option to donate right away is the best way to get new donations from new donors.

Most passers-by won't be looking at the wall with the intention to donate right away. In the digital wall, leaving space to collect email addresses or even adding a button with the option to "Donate Now" will allow people to form a solid relationship and want to donate to your organization while all the information is still fresh in their minds.

Mirroring the Information Online

Many viewers of your wall are going to be passers-by who perhaps did not have enough time to read the full wall. By mirroring the information on your website, you are giving people another chance to get the content and create goodwill for your organization.



Keeping the information online is also just another outlet to recognize and celebrate your donors. The donors' names will be on more than one platform, one of them being a global online platform, which in itself is more impressive than a dusty brass plaque on a wall.

In the online location, there should also be the option to donate now, once again making sure that people are donating while all the information is fresh in their minds.

Instant Updates for Instant Recognition

With the rising cost of construction, not to mention the space constraints, a static wall is not ideal for new donors. We are living in an instant age right now; so waiting for your name to be engraved on a wall is not the best way to thank your donors for their donations.

With a digital donor recognition wall, your organization will be able to update the wall in real time. Space is limitless therefore there will be no worries about running out or having to compromise on which donors get space for the wall.

Everyone can be recognized, since updating is easy and can be done instantly after the donation is received.



Come Full Circle by Connecting it all to Social Media

Linking your social media accounts to your donor wall will allow people to see donations in real time. By making the first step after donation, a share on Facebook or Tweet on Twitter, you are making sure that your organization's social media and the new donor's social media communities are informed about the donation that was just made.

Social media is the perfect platform for non-profits, as the sharing nature will entice new donors to look into your organization. Established donors will always influence new donors, especially if the established donor is someone in their social media circle.

Sometimes a Refresh is Necessary

Switching over from a static donor recognition wall to digital may seem like a daunting task, but the truth is that by refreshing your wall, you are creating positive and exciting news for your company.

Current donors will appreciate the detail put into recognizing them and potential donors will see the refresh as a positive change in your organization taking interest in the future.

By updating and refreshing to an interactive donor wall with all the bells and whistles, your organization will stay relevant and in the forefront of donors' minds for years to come.

