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**Donor Display Questions**

**Answers**

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**1 What Kind of Recognition Display is this:**

- Capital Campaign
  - Cumulative Giving
  - Annual Giving
  - Planned Giving
  - Historic Display
  - Hall of Fame
  - Named Room
  - other
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**2 What is the official Name of The Donor Display?**

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**3 How many names do you have in total?**

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**4 How many do you anticipate having?**

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**5 Is this a closed campaign or on going?  
If it is ongoing, how often will it be update?  
Once a month, 4 times a year, once a year?**

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**6 Are there different contribution levels/categories?**

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**7 What are the official names of the levels?**

A Level Name, Donation Amount, Total Names Currently,  
Total Names Anticipate

B Level Name, Donation Amount, Total Names Currently,  
Total Names Anticipate

C Level Name, Donation Amount, Total Names Currently,  
Total Names Anticipate

D Level Name, Donation Amount, Total Names Currently,  
Total Names Anticipate

E Level Name, Donation Amount, Total Names Currently,  
Total Names Anticipate

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**8 Are some people/companies more "important" than others?**

i.e. they have given more money. And would you like to recognize those more "important" donors differently (with more emphasis)?

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**9 Have you decided if you are going to allow donors to put their logos on the donor piece?**

Often times this creates visual and space issues you may want to discuss before this decision is made.

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**10 Do you need this to be updateable?**

If so how often will they change or be updated?

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**11 What have you promised people?**

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**12 What is your budget?**

We recommend spending up to 2% of the overall amount you plan to raise.

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**13 What capacity do you have in house to deal with this?**

Printers available in house to update?

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**14 Do you have a location in mind?**

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**15 What is the mounting surface?**

brick, tile, drywall, block, concrete etc.

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**16 Is it a high traffic area?**

Will this be easily accessible to the public?

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**17 Is there additional information that needs to be displayed?**

Thank you message, Information about the donor program, poem, quote etc.

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**18 Are there any donor displays that have impressed you or that you did not like?**

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**19 Is there an important date that this display needs be installed by?**