

**DONOR RECOGNITION OPPORTUNITIES
AND
PERQUISITES**

CHECKLIST

DONOR RECOGNITION OPPORTUNITIES AND PERQUISITES

DONOR PROJECTIONS AND PLANNING

1. Has a gift model been developed reflecting the number of both required donors and identified potential donors at various gift levels to achieve the fundraising goal?

Comment: _____

2. How many actual donors have been confirmed to-date at various gifts levels?

Comment: _____

3. How many potential donors have been identified at various gifts levels?

Comment: _____

Supporting Information:

- a. Copy of the gift model
- b. Listing of confirmed donors at the \$10,000 and above gift levels
- c. Sample listing of two to three potential major donors (\$100,000 and above) reflecting information retained on each to assist in their contact, cultivation, and solicitation

DONOR RECOGNITION OPPORTUNITIES

1. Have major facilities and features been identified for possible “naming” on behalf of major donors at various gift levels?

Comment: _____

2. Have any of these major facilities and features been “named” for, or committed to major donors to-date?

Comment: _____

3. Have recognition categories for donors been developed at various dollar levels, e.g. \$1 million and above referred to as “Founders”?

Comment: _____

Supporting Information:

- a. Listing of major features and facilities available for “naming” at various gift levels, noting which have been committed to major donors to-date
- b. Description of recognition categories for donors at various dollar levels
- c. Policies and procedures formally or informally adopted to govern donor recognition

ENDOWMENTS

1. Have recognition opportunities been defined for major endowment gift commitments for such as program sponsorships, facility maintenance, artistic performances, and educational programs?

Comment: _____

Supporting Information:

- a. Policies and procedures adopted formally or informally governing the receipt, investment, income distribution and recognition of “named” endowments

DONOR PERQUISITE OPPORTUNITIES

1. Have distinctive ways been identified as exclusive privileges for donors at various gift levels, such as:
- Admittance and/or access to lounges, restaurants, and/or special areas?
 - Ticketing privileges?
 - Parking privileges?
 - Special event invitations and access?
 - Name listing in special publications and within the Center?
 - Distinctive materials and mementos?

Comment: _____

Supporting Information:

- a. Policies and procedures adopted formally or informally to govern special donor perquisites and privileges

FUND RAISING BROCHURES/MATERIALS/PROPOSALS

Supporting Information:

- a. Brochures, materials and/or grant proposals which incorporate the description of donor recognition opportunities and perquisites

FUNDRAISING VOLUNTEER LEADERSHIP

1. Has volunteer leadership been involved in determining the most appropriate ways to honor donors?

Comment: _____

2. Have methods been identified to honor volunteer leadership, in ways distinctive from honoring donors?

Comment: _____

“CASE” POINTS

1. What are the key points communicated to underscore the most compelling reasons someone should consider making a major gift commitment from his/her personal/corporate/foundation resources?

Comment: _____

PROFESSIONAL STAFF/RESOURCES

1. What professional positions are currently dedicated to fundraising and donor stewardship?

Comment: _____

2. Has a budget been established within the Center’s overall campaign and operating budget to provide for special donor recognition events, mementos, and facility “naming”?

Comment: _____

DATA BASE CAPABILITIES/SYSTEMS

1. What is the current software system used to retain information on current and potential donors?

Comment: _____

Supporting Information:

- a. Sample print-out reflecting information currently available in the data base on several selected individuals/corporations/foundations