

5 Ways Recognition Raises More Money

Donor recognition is an essential part of major gift fundraising. While it may seem like an afterthought to some, experienced professionals understand the impact recognition offers. Here are five ways recognition raises more money:

1. It creates good will through appropriate thanking of donors.

It's proper and appropriate to publicly thank generous donors. Everyone appreciates being thanked in a nice way. Whether it's a donor wall, a publication, recognition among peers, or a naming opportunity, this key part of major gift fundraising leaves donors with a satisfied feeling. That, in turn, may lead to more and larger gifts.

2. It brings positive peer pressure to bear.

Major gift donors are often influenced to give based on what their peers give. Donors often want to be recognized at certain levels among certain people. This is positive and influences many gifts. Understand, though, that not all people are comfortable in *expressing* their desire for recognition, even though they *desire* it.

3. It motivates people to give more than they otherwise might.

Many donors are encouraged to give at a higher level in order to be recognized in a more elite group. Others come to understand how important fundraising is when they see many other people pitching in at various levels.

4. It stimulates new gifts.

Why are donor walls prominently placed? They stimulate interest that leads to new gifts. A prospect reviewing a wall or a donor list may decide to make a gift based on what's already taken place.

5. It is a locus for celebration and cultivation.

When a new donor wall is unveiled, it's a time to celebrate the generous donors who have made dreams come true. It's also a time to cultivate prospects for gifts by leaving them with a positive feeling about the organization and its approach to fundraising. Donor reports and publications also provide a rallying point for donors and prospects.

Donor recognition makes effective donor relations possible. In the end, it leads to more giving for your organization.

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