

## WELCOME TO OUR FEBRUARY NEWSLETTER

### HOW TO GIVE GIFTS AND AWARDS THAT MAKE IT TO YOUR DONOR'S BRAG WALL

My colleague is an extraordinary fundraiser who has been given numerous awards. Unfortunately, most end up in her closet gathering dust. For advice on how to choose awards and gifts that will be seen, noticed, and spark conversations, use these GUIDELINES FOR GREAT GIFTS.

**BEGIN** by acknowledging that your organization is UNIQUE. Are your awards and gifts as individual as your organization? Don't waste the opportunity to stand out from the crowd on your donor's brag wall.

**CELEBRATE THAT YOUR DONORS ARE INDIVIDUALS**, and commit to giving awards and gifts that will speak to their individuality and to yours, too. Speak your intention out loud at a meeting. If it is too late for this year, start the conversation today about next year's awards. Invest in awards that can be tailored to each recipient, and your donors will love you for it.

**CONSIDER** materials. Every material has an inherent quality and meaning. Bronze is formal and old school, glass reflects light and is contemporary, dimensional tile invites touch, and a framed photo captures a moment in time. Ask yourself what materials might resonate with your donors. Which materials resonate with your mission?

**FOCUS** on three things: 1) your organization, 2) those you serve, and 3) your honoree(s).

**HIRE** an artist. Artists bring a wealth of creative thinking to the table. It is a cost-effective solution.

See some of our [gifts and awards](#) solutions.

Want to discuss how we can help you create  
unique gifts and awards for your donors?

Visit our [CONTACT PAGE](#)