

WELCOME TO OUR JUNE NEWSLETTER

This is the second story in the series “Do you want to make your donors cry?”

Courtesy of Nina Borgia-Aberle, owner, Donor Recognition Art

I attended the grand opening of a stunning outdoor space and donor wall at a community college. I noticed a woman transfixed by one donor tile on the wall. She was gently touching the dimensional seedpod on the tile and repeatedly passing her fingers over the name, clearly in a state of reverie. I quietly asked if she was OK.

I never expected the story she told me.

In a shaky voice she told me her husband taught biology at the college from its inception 30 years ago. The college had been a huge part of their lives. One day the previous year, he kissed her goodbye as usual and went out the door to go to school. He came back inside almost immediately, so she thought he forgot something but he said he just came back for one more hug.

That same day he had a stroke at school and passed away. Since then it had been too sad for her to visit campus. The opening was, in fact, the first social event she attended on campus. She told me she found solace in knowing that he still had a presence on campus on the donor wall and this would make it easier for her to visit the school. She would come to campus and visit his tile and remember how much they both loved the school. As she finished her story we were both in tears.

I am honored this donor shared her beautiful story with me.

**Are you ready to show your donors how much you appreciate them?
Do you need creative ideas?**

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