



DONOR RECOGNITION

QUESTIONNAIRE

Thank you for considering Spolar Studio for your donor recognition needs. We appreciate your participation in completing this questionnaire as it plays a crucial role in optimizing the design process, ensuring efficiency, and maximizing cost-effectiveness. Your valuable insights upfront help us streamline the project timeline and resource allocation, allowing us to focus on creating an exceptional donor recognition solution tailored to your organization's unique needs.

HOW TO USE THIS DOCUMENT

Fill out this questionnaire to the best of your ability. If there are any questions you're unsure about at this time or they don't apply to you, feel free to skip them or provide your best response.

Once the questionnaire is answered, kindly email it back to us, and if you haven't already, schedule a meeting.



CONTACT

Name

Organization

Email

Location of Donor Wall

Phone Number



DONOR RECOGNITION QUESTIONNAIRE

CAMPAIGN

Your campaign drives everything about how we approach designing your donor wall. Some useful information we like to have as we are preparing to start the process of designing a donor wall include:

01.

Tell us about your campaign. (What is the purpose, name, timeline, etc.)

02.

What are the goals of your campaign? (number of donors, size of campaign, etc.)

03.

Is this an open or closed campaign?

open

closed

04.

If this is an open campaign, how often will we update it?

05.

Please provide any information on the different levels of giving that you are considering. (How many levels? Are there names for the different giving levels? How many names are we anticipating in each?)



LOCATION

Having a clear understanding of where you plan to install the donor wall is valuable to your campaign and the design process. Available space, visibility, and architectural and logistical considerations will impact this entire process.

06. Please provide a general description of the space that your donor recognition display will be displayed. Some details to include are a general size, any prominent architectural and interior features throughout the space, etc..

07. Will the wall be visible enough to recognize current donors and inspire future donors?
yes no

08. Is the space appropriate for the goals of the campaign?
yes no

09. Will this wall serve any other purpose? (i.e. history wall, mission statement, values wall, other forms of recognition, wayfinding)

10. Will lighting be necessary to ensure the visibility of the wall?
yes no

11. Is this new construction? How soon could we have access to the space?
yes no

12. Are there any existing recognition displays in your building? If yes, please explain.
yes no

13. Will any prep need to happen to the wall prior to installation? If yes, please explain.
yes no

14. Are there any interior designers or architects involved in the project currently?
yes no

15. Will you be able to provide us with any architectural drawings, renderings, photographs of the space?
yes no



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DESIGN

Designing your donor wall is where we excel, but we want to be sure we develop concepts that align with your vision and audience. Come to the meeting prepared to discuss these essential aspects, as your insights here are invaluable in establishing a creative direction.

16. Are there any branded elements that need to be considered? (Colors, fonts, interior style)

17. Are you envisioning donors each having their own plaque, grouping them together in a list, or a combination of these?

18. Is there a creative team on the project currently?

yes no

19. Would you like to explore incorporating lighting as an aesthetic element?

yes no

20. Tell us about any preferences regarding materials or finishes for the project.

21. Are we providing any other art to accompany the donor wall? (example: mural, dimensional signage, additional forms of recognition besides donor plaques)



BUDGET

Donor recognition is an investment and the budget allocated for the project should be carefully considered. Association of Donor Relations Professionals recommends investing 1-2% of your capital campaign budget on donor recognition. It's important to note that all of the questions you answered in this document have an impact on the budget of your donor wall.

By carefully considering your campaign information, the location of your donor wall, and design goals, you can begin to plan and allocate the appropriate resources for your donor recognition project.

Having a clear understanding of your financial parameters will help us propose a suitable system for you. We can help you achieve the optimal balance between expressing appreciation to your donors and managing the financial aspects of your capital campaign.

22. Is there a current schedule or deadline for the project?

23. Do you have an established budget?

24. Having actual content once we reach the design development stage is helpful in minimizing revisions and allows us to design more efficiently. How soon can we anticipate having actual content? And is there a designated person or committee that manages the content?