

PROSPECTUS: Donor Recognition Wall / LIT Pennant Campaign

Proposal: Create a donor recognition wall to acknowledge the contributions of LIT major donors. The campaign will be positioned as an ongoing donor acknowledgment amenity or collateral. The donor wall creates a visual hallmark of LIT's key supporters. In lieu of the traditional plaques mounted to donor walls, the campaign will incorporate LIT's tradition of displaying college/university banners in the main office space and will feature customized felt pennants (featuring sponsor logo or family name) in a variety of sizes, which correspond to donation and sponsorship levels (see Sponsorship info below).

Objectives: The Donor Wall/ Pennant Campaign will;

Generate visibility and recognition of LIT's supporter and major donors.

Designate and recognize LIT supporters as part of LIT's history.

Develop corporate sponsor and donor acknowledgment opportunities for fundraising event, promoting donor acquisition and sponsor recruitment.

Create opportunities for LIT students to drive and coordinate the ongoing donor recognition pennant campaign, promoting leadership and teaching valuable networking skills.

Provide students with opportunities to develop and design the donor pennants, promoting creative efforts and the benefits of teamwork.

To establish an annual revenue generating campaign that promotes awareness of LIT and showcases LIT's supporters.

Campaign: Ideally, the Donor Wall/ Pennant Campaign serves as a permanent, perpetual donor/sponsor acknowledgment. The campaign can be leveraged as a key sponsor or donor amenity for new and existing fundraisers – galas, annual summit and expo, back-to-school event, etc.- offered as collateral in recognition for major donations.

Considerations: The donor recognition wall provides distinguished, clear acknowledgment levels through size, prominence, and location of the pennants, while also considering the physical layout options of the designated wall area. Ideally, the donor wall is located directly on the wall across (to the east) from the existing college/university pennant display.

Sponsorship Levels: The Donor Recognition Wall Pennant Campaign sponsorship levels will recognize the following donor/sponsor donations. Considerations should be made to acknowledge in-kind donations, monthly/recurring donors that fall within the following giving ranges;

Platinum Sponsors \$10,000

Gold Sponsors \$ 5,0000

Silver Sponsors \$2,5000

Bronze Sponsors \$1,000

Friends of LIT \$ 500

Budget: Initial costs of prepping the donor wall area (painting, wood dividers, etc.) are nominal. Costs of purchasing wholesale pennants vary according to sizing, but average \$ 4.50- \$7.00 per pennant – significant volume discounts available (<https://northeastpennants.com/PurchaseRed.html>)

Additional material costs include adhesive vinyl materials for donor logos that are created on the office Cricket machine and affixed to the pennants. (Materials will average .35 - \$1.00 depending on logo size).

Revenue Generation: As mentioned above, the Donor Wall Pennant Campaign can be leveraged as part of the existing sponsorship opportunities - Gala, Annual Expo, other fundraisers targeting major donors, can be indicated as reciprocal acknowledgment for foundation/grant awards, can be featured on the LIT website as a direct donation acknowledgment, can be offered as an "In Memory Of..." recognition, featured seasonally, or as an ongoing campaign.

The opportunities to generate significant revenue through this campaign are limitless and ongoing.

Marketing:

- A. Branding: The branding elements of the pennants are critical for connecting the office/ work space to LIT's mission, and it's donors' impact. The individual pennants will feature LIT's corporate colors, while showcasing donors' logos, foundation, or family names, etc. These branded elements will create an aesthetically pleasing and eye-catching design while also emphasizing the educational aspirations of LIT's program participants. Featured donors will be able to look at the wall and see a highly visual reminder of their commitment to LIT. Additionally, the branded environment created by a donor recognition display will completely transform LIT's main workspace and reception area, providing a more formal yet inviting space for future donor networking activities.
- B. Multiple opportunities exist to market to potential donors to encourage the purchase of pennants to be featured on the wall, heavily promoting the opportunity well in advance of the inaugural reveal of the donor wall positioned as an onsite networking event. The onsite networking event has the potential to serve as an additional annual fundraiser showcasing LIT's mission, student achievements, etc.
- C. The donor wall serves as a wonderful backdrop for countless social media opportunities and ongoing donor/sponsor acknowledgments from the initial unveiling, recognitions of each new donor, selfies, etc.

Additional opportunities: In consideration of smaller donations levels, such as those made through monthly/recurring giving, back-to-school fundraiser, etc., a similar pennant campaign can be replicated as a temporary display of paper pennants, featured in a separate designated area that recognizes contributions under \$1000 by an individual, business, etc. for the duration of the individual fundraiser, changed out quarterly, etc. These efforts would be similar to the paper recognition most typically seen in grocery stores or other retailers - the March of Dimes Shamrocks, paper pink ribbons, etc.



