

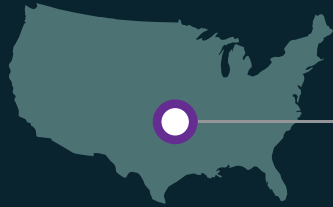
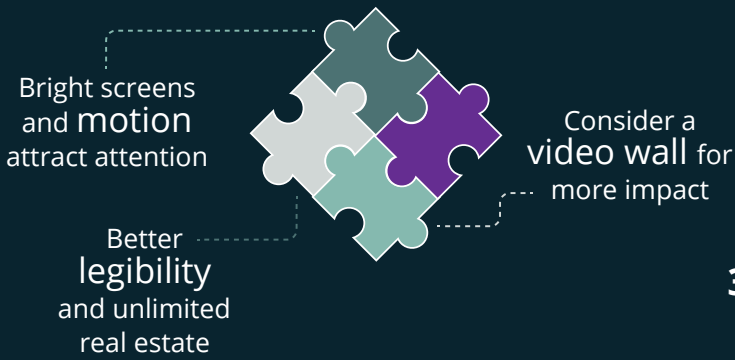
8 REAL-WORLD BENEFITS OF DONOR RECOGNITION WALLS

A donor recognition wall can thank the patrons you already have, encourage further giving, and communicate your mission and goals. A digital donor wall will help make your recognition efforts more modern, engaging and easier to manage.

The three main reasons people say they donate to nonprofit organizations are:

1. They have a deep passion for the cause
2. They believe the organization depends on their donation
3. They know someone affected by the nonprofit's mission

1. ATTRACTIVE & ENGAGING



US donations grew 9% in one year to over **\$46 Billion**

Nearly **80%** of patrons donate to multiple organizations per year

2. CHEAPER THAN PLAQUES

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- Invest once and let it run
- No expensive revisions
- Save time and money

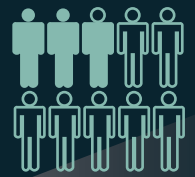
3. GROUP DONORS AS INCENTIVE

Create a feel of competition

Big donors want prestige

Name groups something rewarding

Over **60%** of high-wealth donors support at least **4** organizations



4. TELL STORIES

Share written or filmed testimonials

DONORS WANT STORIES

Include donor and beneficiary stories

28% of donors say **personal stories** from a nonprofit's recipients influence their decision to give

5. SHARE YOUR MISSION

Use data visualizations to show progress to goal

Promote fundraising events

Important! Respect donor privacy. Never post donor info without permission.

Publish your purpose and methods

6. OFFER INTERACTIVITY

- Use touchscreens or a voice user interface
- Encourage people to engage longer
- Offer on-the-spot donations with QR codes

42% of online contributions are made from a mobile device

7. EASY TO UPDATE

Single, **unified** content management system

Automate data from XML, JSON or Excel

Mix central messaging with **localized** content

8. OMNI-CHANNEL COMMUNICATIONS

Recognition wall is the onsite ambassador

Combine with other campaigns

Keep branding and design consistent

Sources:
 • <https://www.thenonprofittimes.com/wp-content/uploads/2016/04/Donor-Loyalty-Study.pdf>
 • <https://www.nonprofitpro.com/article/2021-charitable-giving-report-reveals-record-year-generosity>
 • https://d.docs.live.net/8ee594b69a19ee1/Documents/Visix/Content/Blogs%20%5e0%20Infographics/202224418_15
 • <https://npinfo.com/charitable-giving-statistics>



Transform the way you **engage donors**.
 For more information about **digital signage** solutions, contact us.

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 800.572.4935
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