

Regina General Hospital

The Client

Recognized as the best investment in healthcare for Southern Saskatchewan, the Hospitals of Regina Foundation's forward thinking clearly demonstrates The Donor Recognition Paradigm Shift. They truly understand and have maximized the power of refreshing their donor recognition system, increasing their donations, and motivating new donors to give.

The Challenge

- Reset the threshold for donor recognition
- Combine three different systems into one at a central location
- Ability to recognize Donors as they continue to show their loyalty

The Solution

Strategy

- Use of our unique methodology to create a recognition system that aligns with The Recognition Paradigm Shift
- Utilization of the donor display as a tool to increase awareness, appeal to Donors and communicate impactful stories
- Innovative solutions to help secure a suitable budget

Design

- Incorporated a history section to relate the rich history of the Foundation and the hospitals it serves, in an innovated yet modern way (etched glass and lighting)
- Create a sustainable Donor center, located in one central facility
- Inclusion of photographs to reflect the multicultural environment
- Strong design theme that reflected current branding and message
- Updated, fresh look and feel

Implementation

- Ability to update the entire display, from donor names, to impact stories, to history display in a way which still conveys the permanence the Donors were looking for
- Consideration of hospital operations timeline to ensure minimal disruption

The Verdict

Brook Recognition

Creating effective donor recognition experiences

<http://brookrecognition.com>

“Although we had existing donor recognition displays in three centres, they were all greatly in need of an updated look and feel to align with our current vision. The end result...tells our story and our Donors’ stories. It is meaningful for our current Donors, and inspiring in a way that draws and invites new Donor’s participation.”

“From the initial recognition strategy through to design development, production and final installation, the team at Brook was very responsive, professional, and accommodating. They listened to our ideas and provided invaluable expertise. As a result, our new system has helped us generate additional gifts as well as renewed interest in our cause....I would highly recommend Brook Recognition to any non-profit that wishes to honour the partnership that they have with their Donors.”

~ Vice President, Development

CONSULT WITH BROOK TODAY FOR STRATEGIES TO HELP YOU INSPIRE DONATIONS, INCREASE DONOR RETENTION, AND BUILD STRONGER RELATIONSHIPS WITH YOUR DONORS.