

Donor Recognition & Appreciation Packages

\$2 million gift

Public recognition

- At the New Hospital Tower
 - Miracle Maker plaque in lobby
 - Named space plaque
 - Red Ribbon check presentation ceremony
 - Building Dedication Ceremony: Onstage recognition
- In the Media
 - PR Blast: national, regional and local press releases
 - Included in local ads with other \$1M plus donors
- Through Direct Mail
 - Campaign newsletter main feature
- At www.choc.org
 - Video-vignette
 - Donor listing

Donor Appreciation

- Framed artwork from CHOC patients
- Hard Hat Construction Luncheon with Kimberly Cripe, CHOC President & CEO
- Personal appreciation from CHOC physicians, executive management, and Foundation Board members
- Campaign progress report—sent annually to up to ten PC4CHOC donors through 2013

\$5 million gift

In addition to the public recognition and donor appreciation provided for a \$2M gift:

- In the media
 - Featured as sole donor in up to 2 full-page ads in local media of PC4CHOC's choosing
- In the Community
 - Check presentation with Kimberly Cripe, CHOC President & CEO, hosted off-site at a Persian Community-sponsored event
 - Guest speaker (CHOC executive or leading MD) to speak at a PC4CHOC event (or one that is organized by a support group such as the Network of Iranian-American Professionals of Orange County (NIPOC), Iranian Cultural Center Orange County (ICCO), or other)
- Campaign progress report—sent annually to all PC4CHOC donors through 2013