

**Catawba Valley Medical Center**  
Client since 2011

Current Project:  
**The Pavilion**

**System-wide Donor Recognition Standards & Guidelines including:**

- 1 Donor recognition program planning, completed early in the campaign schedule, provided focus on the fundraiser's needs and requirements for the organization as a whole. Coordination with the architectural and facilities teams was expedited, and concrete tools allowed for better communication with campaign leadership, administration and potential donors.
- 2 A searchable, sortable list of naming opportunities was coordinated with numbered location plans showing the exact locations and scope of donor recognition components. The client opted for grouping area naming recognition on each floor to maximize public access and better relay the overall impact of philanthropy on this project.
- 3 Interactive order forms expedite vendor interface and foster consistent application of the donor recognition program.
- 4 Guidelines govern the size, content, and location of donor recognition components in a hierarchical system that establishes specific categories based on gift amount.

Solicitation tools were provided for communicating the program to key prospects. This was especially helpful in negotiating recognition of formal presentation of interrelated corporate entities donating to the project. An example is provided on the reverse side of this case study.

*Robin E. Williams Incorporated's development tools have been essential to the early success of our first ever building campaign. The renderings of available commemorative opportunities that they provided helped to close \$500,000 in lead gifts—gifts that provided much needed momentum to the campaign.*

Guy J. Guarino  
Vice President Community Services &  
Chief Development Officer  
Catawba Valley Medical Center

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### Catwaba Valley Medical Center Foundation Campaign Timeline

Donor Recognition Standards & Guidelines Contract

### Catwaba Valley Medical Center Recognition Opportunities

Drawing Sheet Number	Architectural Drawing Location	REWI Location Number	Naming Message (Include Donor/Area/Room ID)	Gift Amount (\$)	Unit Type Reference	Reserved	Donor Name	Comments/Questions	Facility Modification Required	Dimensional Graphics On-Optional	Directional On-Optional	Naming Descriptive	Donor Story/History	Donor Quote/Challenge	Donor Image	Dedicator Date
CC	Capital Campaign				CC			Marker to be shared with Healing Garden								
X101	CVMC Pavilion			\$5,000,000	DR6			Marker to be shared with Healing Garden.								
X102	Healing Garden			\$250,000	DR4											
DL101	Women and Childrens Center			\$500,000	DR5											
SLA105	Waiting Office			\$25,000	DR2											
SLA112	Triage			\$25,000	DR2											
SLA114	Triage			\$25,000	DR2											
SLA116	Triage			\$25,000	DR2											
SLA119	Triage			\$25,000	DR2											
SLA126	Triage			\$25,000	DR2											
	Triage Equipment Storage			\$10,000	DR1											
	Shared Lounge/ Conference			\$50,000	DR2											
	SEC/ Conf/ PLNG			\$10,000	DR1											
	Office			\$10,000	DR1											
	Pharmacy			\$50,000	DR2											
	Nurse Station			\$10,000	DR1											
SLA167	North Corridor			\$50,000	DR2											
SLA167	East Corridor			\$25,000	DR2											
DL104	Cancer Center Oncology Inpatient			\$500,000	DR5											
DL104	Cancer Center Oncology Inpatient Suite			\$100,000	DR3		von Drehe	Location TBD: NEED PLAN								
DL104	Cancer Center Oncology Inpatient Suite			\$100,000	DR3			Location TBD: NEED PLAN								
SLB116	Waiting Area			\$25,000	DR2											
	Triage			\$25,000	DR2											
	Infusion Club Area			\$10,000	DR1											
SLA156	Infusion Bay			\$10,000	DR1											
SLA156	Infusion Bay			\$10,000	DR1											
SLA157	Infusion Bay			\$10,000	DR1											
SLA158	Infusion Bay			\$10,000	DR1											
SLA158	Infusion Bay			\$10,000	DR1											
SLA160	Infusion Bay			\$10,000	DR1											
SLA160	Infusion Bay			\$10,000	DR1											
SLA162	Infusion Bay			\$10,000	DR1											
SLA166	Private Infusion			\$10,000	DR1											
SLA165	Private Infusion			\$10,000	DR1											
SLA164	Private Infusion			\$10,000	DR1											
SLA163	Private Infusion			\$10,000	DR1											
	Nurse's Station			\$10,000	DR1											
	Library/Education			\$50,000	DR2											
	South Corridor			\$50,000	DR2											
DL105 A	Oncology Inpatient			\$150,000	DR3											
DL105 B	Oncology Radiation			\$100,000	DR3											
131	Family Meditation			\$150,000	DR3											
130	Education Station			\$25,000	DR2											
129	Education			\$25,000	DR2											
125	Lounge Conference Room			\$100,000	DR3											
109	Patient Room			\$25,000	DR2											
121A	Alcove (Nursing)			\$10,000	DR1											
110	Patient Room			\$25,000	DR2											
	Alcove (Nursing)			\$10,000	DR1											
111	Patient Room			\$25,000	DR2											
	Alcove (Nursing)			\$10,000	DR1											
121B	Alcove (Nursing)			\$10,000	DR1											
112	Patient Room			\$25,000	DR2											

**Type DR5 Recognition \$500,000 - \$999,999**

- Size:** Individual Plaque - 16" w x 15" h  
Grouped Plaque - 16" w x 15" h
- Content:** Donor's last name w/Opportunity Name, recognition statement, formal Donor name(s), 7 1/4" h x 5 1/4" w Aluminicolor, brief philanthropic / community history of Donor with organization, Donor challenge statement, dedication date
- Upgrade:** As indicated by individual stewardship plan
- Options:** Exterior dimensional letters - size to be determined per location  
Interior dimensional letters - 4" h max.
- Location:** As required for public visibility

Specify Building:

Donor Last Name/Area Name:  Your total character/space count: 0  
(maximum 40 characters/spaces total)

Default recognition statement:  
Named in recognition of a gift from

Alternate: (ie: In Honor of, In Mem) (maximum 43 characters/spaces total)

Formal (Donors) Name: (maximum 26 characters/spaces total)

Brief Philanthropic/Community His (maximum 370 characters/spaces total)

**4**

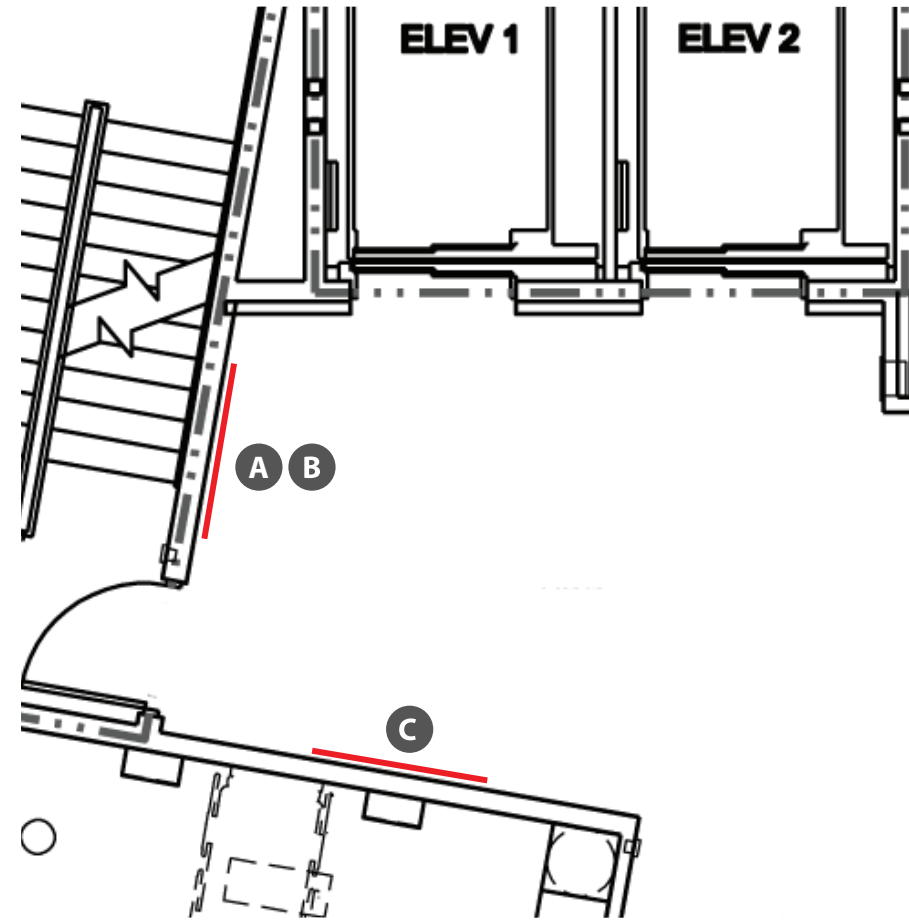
Entry Level Exterior Location

SIDE A: Capital Campaign

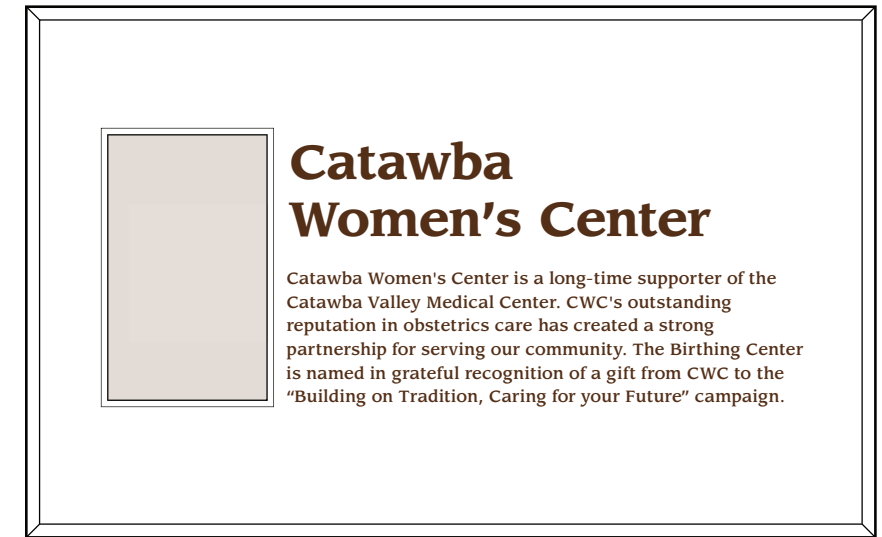
SIDE B: DR4

SCALE: 1/16" = 1'

Catawba Valley Medical Center Pavilion



**B** Donor Plaque with Story



**A** Second Floor Grouped Donor Recognition Display



**C** Wall Mounted Dimensional Graphics

# 4" The Birthing Center

Made possible in part by a generous gift from

# 2 1/2" Catawba Women's Center