



# Donor Recognition Style Guidelines

## Penn Medicine

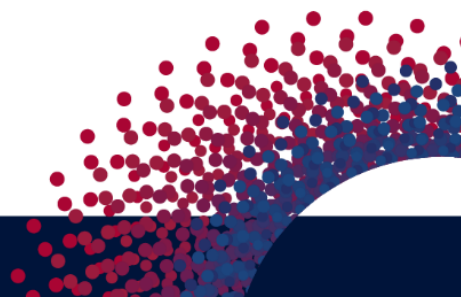
*This style guide illustrates recommended standards for listing donor names, dedication verbiage, and other copy elements on donor walls and recognition plaques across Penn Medicine facilities.*

### Listing Donor Names

There are many ways to list donor names. The example below is from the PPMC wall (installed April 2018). All names were checked against Atlas and reviewed by development officers and Stewardship several times for accuracy.

#### Donor Name Conventions

- Coupled, without using “Mr./Mrs.,” male’s name listed first
- Middle initials included
- No affiliations
- No periods between “MD” and “PhD”
- Used the full word “and” not the ampersand “&”
- Gift officers are responsible for reviewing gift agreements for donor recognition preferences
- Organizations and Foundations should be crosschecked between Atlas and the web for such subtleties as including “The...” in their titles.

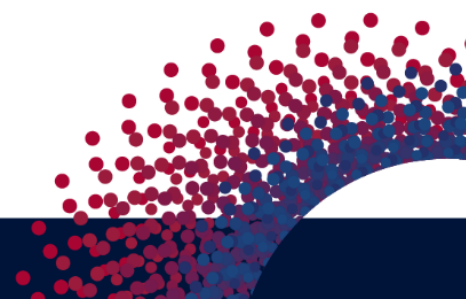




## Example:

### ADVOCATE \$100,000–499,999

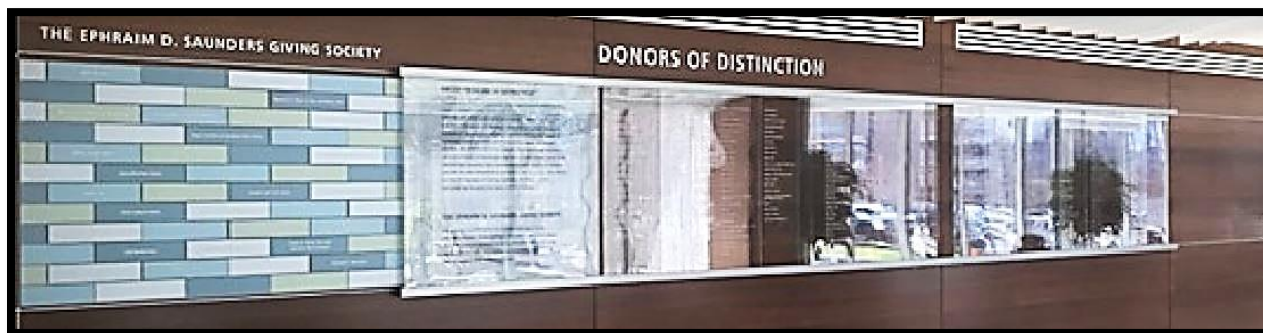
Theodore Abbott	Lawrence F. Flick IV and Robin Sanet	Dorothea Posel
Andrew Allen	Arnold E. Galman	Jean Quistgaard
A Love for Life	Russell and Candace Gantt	Robertson Poth Foundation
Michael J. and Christine Angelakis	William P. Gest Memorial Fund	Ronald and Marcia Rubin
The Honorable Walter H. Annenberg and The Honorable Leonore Annenberg	Lillian Gest Memorial Fund	Eric G. Scheie
Arguuld Foundation	Emily R. Gill	Schwab Charitable Fund
Anne W. Banse	Bruce Jay Gould, MD	Clara Shapiro
Lucy M. Benner	Fred H. Harvie	Joseph Sharfsin
Alice K. Bergan	Hope for Vision, Inc.	Robert A. Smith
Eugene and Cecilie Block	William D. Horvitz	Stemnion, Inc.
Pearl Applegate Boyle	Anna Howell Trust	William A. and Eugenie H. Sullivan Fund
Wilson and Mary Braun	Edward S. Hyde	Jeanette Tashjian Trust
Breyer Foundation, Inc.	Stella S. Jones, PhD	Stephen G. Taub and Evelyn R. Burke
Jack A. Brier	Keystone Optics	Charles C. Temple
John A. Brown Trust	Samuel Kilpatrick, Jr. Trust	Ruth L. Tucker
	Kurz Foundation	Joseph F. Umosella III





## Dedication Verbiage and Other Copy Elements

Work in collaboration with Stewardship to develop the appropriate language for your donor wall. It is helpful to provide word counts when possible. Below is example copy taken directly from the PPMC wall:



**Titles:** **Donors of Distinction** [name of the entire wall]  
**The Ephraim D. Saunders Society** [name of VIP giving society]

**Giving Levels:** **The Ephraim D. Saunders Society** [1 million+ giving]

**Champion** \$500,000-999,999

**Advocate** \$100,000-499,999

**Patron** \$50,000-99,999

**Supporter** \$25,000-49,999

**Friend** \$10,000-24,999

**Dedication Verbiage:**

### About “Donors of Distinction”

The grand tradition of generosity that underscores Penn Presbyterian Medical Center’s caring community began more than 150 years ago with the last wishes of a brave Union soldier. When his son Courtland was lost in the Battle of Antietam, Presbyterian minister Reverend Ephraim D. Saunders carried out his son’s intent that the parcel of land they owned be donated to a charitable cause. This ground became the cornerstone of our hospital. The names engraved here serve as a tribute to the modern-day civic-minded leaders who, in the spirit of Rev. Saunders, have ensured the highest quality of





medical care for the greater Philadelphia region. We gratefully acknowledge our shared heritage of healing, especially for those in need, and celebrate the growing legacy of their dedication.

**[Word Count, 125]**

### **The Ephraim D. Saunders Society**

Echoing the transformational philanthropic nature of our hospital's founder, these distinguished individuals have enabled Penn Presbyterian Medical Center to compassionately serve the community, and advance medical practice through their total lifetime support of \$1 million and more.

**[Word Count, 37]**

