



NICOLSON+ASSOCIATES, INC.

DonorSigns.com

A guide for anyone about to embark on a donor recognition project.

Notes on Pricing

Trying to establish a budget is one of the most difficult challenges most of our clients face. It's almost impossible to comprehend what you'll get for a given amount of money. For that reason, you'll find that we've included "budget guidelines" on most of the recognition items in this brochure.

The amounts shown approximate what it would cost to plan, design, fabricate and install that item today. The prices do not necessarily represent the amount the client paid. Also note that each project has it's own unique circumstances that can influence the price.

If you're ready to get started, call

248-207-3921

or email us at

info@donorsigns.com

DonorSigns.com is owned by Nicolson Associates, Inc.



Detroit River Walk

Etched stainless steel wave shaped panels
in a limestone base.

\$150,000 to \$175,000

NICOLSON+ASSOCIATES, INC.
DonorSigns.com

About Us

Nicolson Associates, Inc. has been designing and fabricating donor recognition for more than 12 years. Our clients range from major regional hospitals to community soup kitchens and includes virtually every type of non-profit organization.

We are designers first which means we have the expertise to make your project unique, specific to the needs of your donors and your organization, affordable, and easy to update and maintain.

We are an internationally recognized environmental graphic design firm. Visit our site for more information.

www.nicolsonassociates.com or donorsigns.com

How to Get Started

A donor wall project is an ominous undertaking and typically not something you do often. We hope this document helps make your project more successful.

The easiest way to start is with a phone call, 248-207-3921, or by email at dnicolson@nicolsonassociates.com

Digital Recognition

Digital recognition offers a great opportunity to recognize donors in a dynamic display, with deep content, and in a format that is easy for you to manage. There are basically two forms of digital recognition, non-interactive and interactive displays.

Non-interactive Display - The display can not be changed by the viewer, there is no interactive or touchscreen capability. These types of displays are generally less expensive with a quicker turn-around time. They can be large enough to display all your donors at one time, or donor names can slowly scroll across the screen. The names can be interspersed with photos and marketing messages.

Touchscreen Interactive Display - Viewers can touch the screen to make things happen. Typically there is a search function to find specific donors or groups of donors. These systems are generally menu driven much like a website. They can be a single monitor or be a group of monitors forming a video wall. The interactivity can also be created by hand gestures or kinetic movement.

Key Elements in a Digital System

Hardware - This includes commercial grade signage monitors, media players, computers, wifi equipment, cables, sound isolation equipment, exhaust fans, kinetic movement detection, and brackets.

Cabinet - The monitor(s) are often housed in a cabinet structure that integrates the hardware with your environment. The cabinet also hides the hardware that can be unsightly.

Traditional Donor Name Display - We often integrate a digital donor wall into a traditional donor wall that includes traditional fabricated and printed donor names.

Creative Direction - The “big picture” creative design determines the overall conceptual design including, number of monitors and how they’re arranged, the cabinet design, how viewers interact with the display, the information that should be displayed, how it is accessed, etc.. The Creative Director will work very closely with you to put together the best possible system.

Key Elements in a Digital System, continued

Graphic Design / User Interface Design (UI) - The graphic designer will determine colors, shapes, imagery, typography and will define how the content appears. They'll often work with the client's brand standards to make sure they are communicating the brand effectively and consistently. They will also develop how the animation, (if required) will function.

UX Design - User experience (UX) design is the process of creating displays that provide meaningful and relevant experiences to users. This involves the design of the entire process, of acquiring and integrating the product, including aspects of branding, design, usability, and function.

Programing / Development - The developer will make the display function as intended. They'll incorporate standard signage software when it's feasible and either customize it or alter it to fit the need. They can also program from scratch when required. There is no one-size-fits-all and there are many variations on how to develop the best program for your specific wall.

Animation - The programmer / developer will take the animation created by the designers and make it work in the real world.

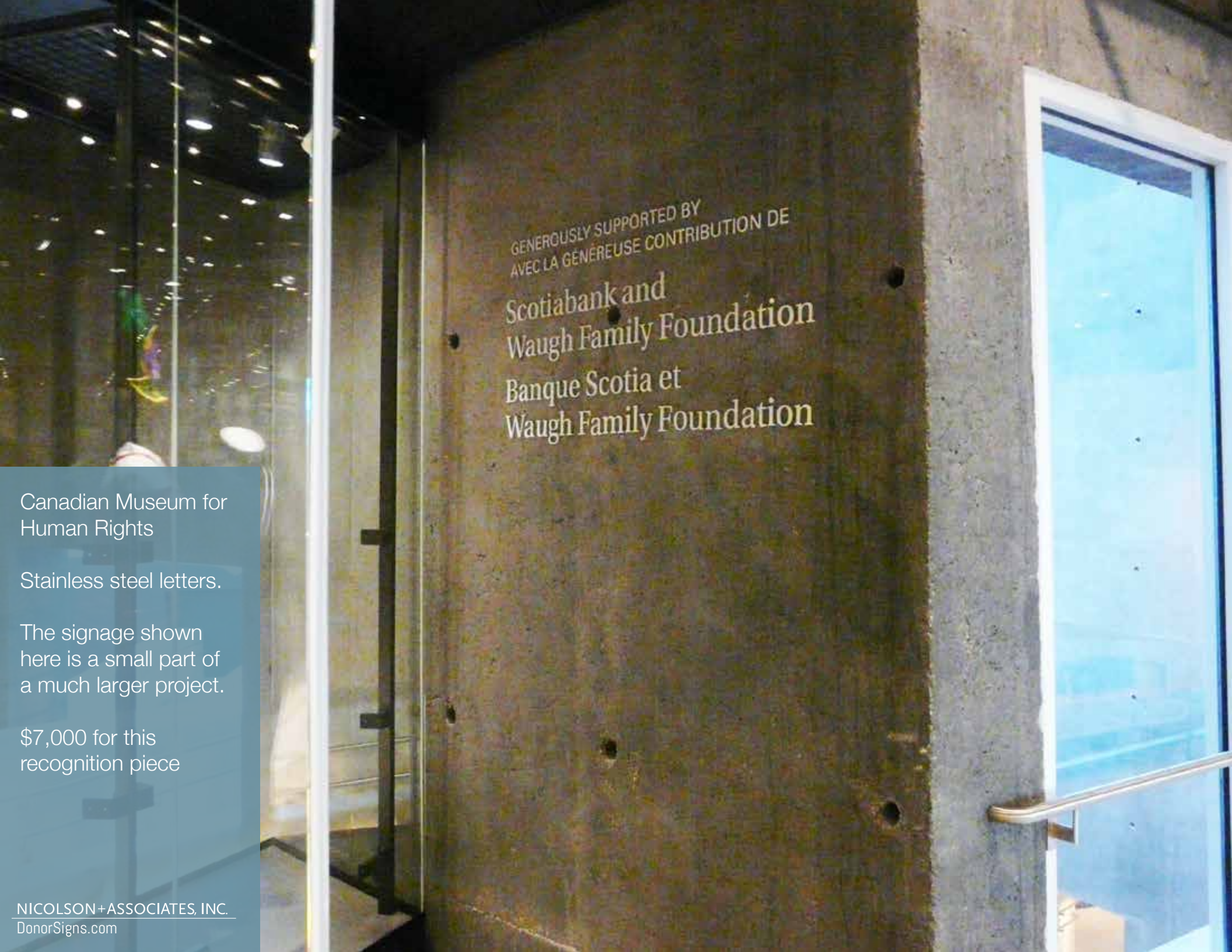
Back End System - This is where you enter new names or remove names from the digital donor wall. You can also add and subtract videos, photos, and copy. It is critical that this system is easy to use and extremely stable.

Content - Content includes donor names, stories, videos, photos, and information about your organization, the foundation, marketing information, campaign information etc..

Testing - During installation we'll thoroughly test and tweak the system to make sure everything is functioning as planned. This may take up to two weeks after the initial installation.

Training - During the testing process we will train the people using the Back End system and work with your IT department to make sure everyone understand the system.

Service and Maintenance Contract - We will contract with your organization to provide complete maintenance and service. This includes maintaining the hardware, updating the wall, making major changes and additions, and checking the wall on a daily basis, via wifi, to make sure everything is working correctly.



Canadian Museum for
Human Rights

Stainless steel letters.

The signage shown
here is a small part of
a much larger project.

\$7,000 for this
recognition piece

Karmanos Cancer Center

Accumulative donor wall with each donor name on a changeable aluminum face plate. Between each column is a LED illuminated graphic panel.

\$60,000



**BOWLING GREEN
STATE UNIVERSITY**

DONOR RECOGNITION

Bowling Green State University

Accumulative and annual donor wall with a touchscreen interactive monitor.

\$50,000 - wall

\$15,000 to \$20,000 for the monitor, programming and graphic design.



Donor Wall Development Process

The information in this document will help you understand the process we use to plan, design and implement a donor wall project. We understand this may be the first time you or your organization has tackled a project like this. It's our job to make sure you're informed and engaged throughout the process.

Each step is described in detail on the following pages.

Step One: Research, Discovery & Analysis

We learn as much as we can about the project and the organization.

Step Two: Planning

Together we'll develop the project criteria, and create a work plan and schedule.

Step Three: Design

The information gathered in Steps One and Two will lead us to a design solution that is meaningful.

Step Four: Implementation

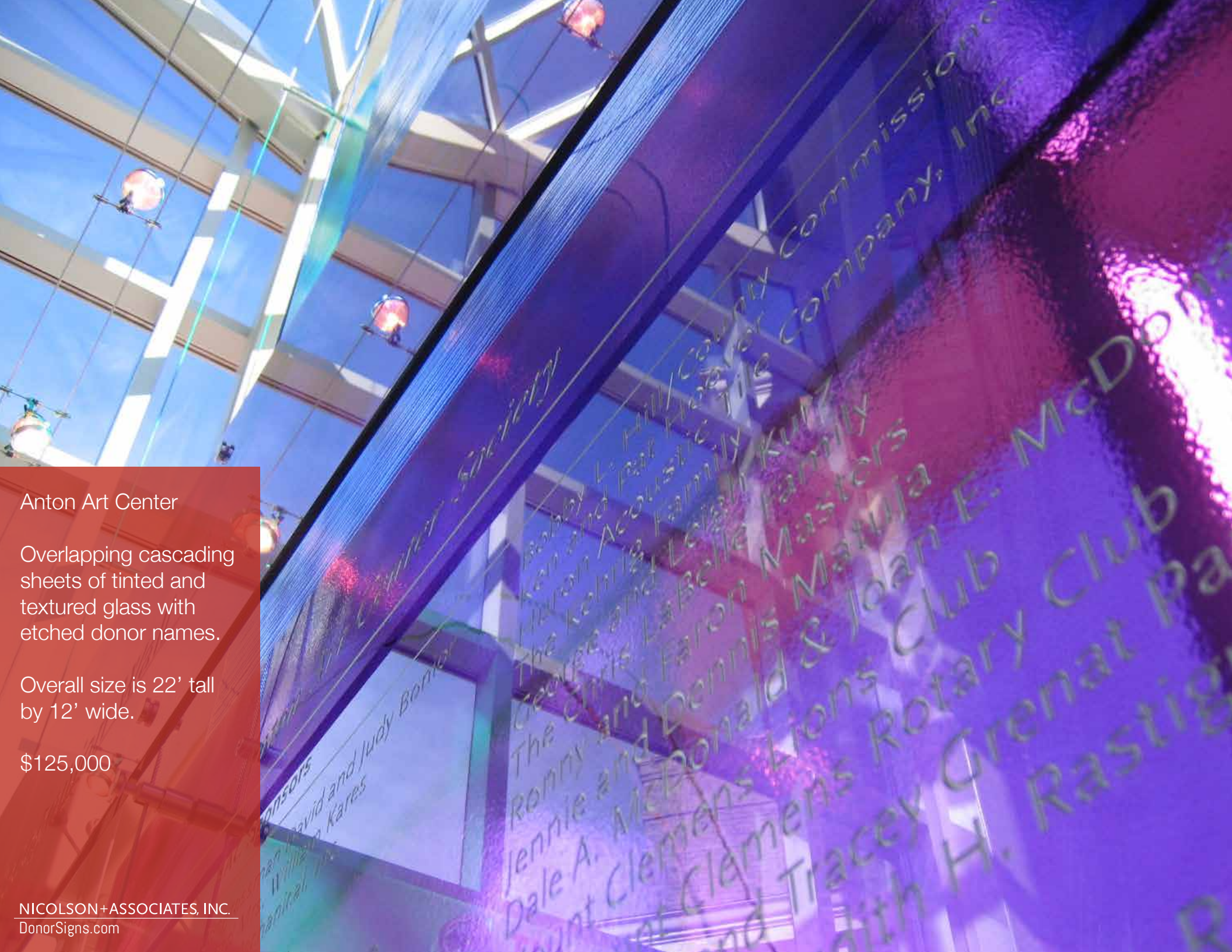
Fabrication, installation, maintenance, up-dating, training, etc., are all part of the implementation phase.



St. Joseph Hospital

Digital interactive
donor wall.





Anton Art Center

Overlapping cascading sheets of tinted and textured glass with etched donor names.

Overall size is 22' tall by 12' wide.

\$125,000

Bertram H. Lubin, MD Atrium



UCSF Benioff Children's Hospital

This donor wall uses 12 66" touchscreen monitors. The interactivity is driven by touch and people's gestures and movement. This project is a team effort led by Nicolson Associates, Inc. We provided primary creative direction and all fabrication and installation. Our technology partner, Norvision, provided the hardware, programming and animations. The client provided the graphic design so that the appearance would be consistent with their brand standards.

\$300,000

Step One:

Research, Discovery & Analysis

Why is your organization unique? How can a donor wall help tell your story, support your organizations brand vision, and look like an integral part of the architectural environment?

We will conduct an investigative process to learn more about the organization, it's goals and objectives, the specific needs and character of the donors, the organizations brand identity and the organizations constituents.

Following are a few things that can help you provide us with the information we need.

1. Describe your vision for the design of the wall. Provide photos of anything, (not necessarily a donor wall), that might help you communicate how you think the wall should appear.
2. What is the organizations Mission Statement.
3. Send us the organizations brand standards manual, if applicable.
4. Take photos of important architectural details of the buildings interior and exterior.
5. Take photos of the area receiving the donor wall. Include photos of the approach to the wall and the surrounding area.

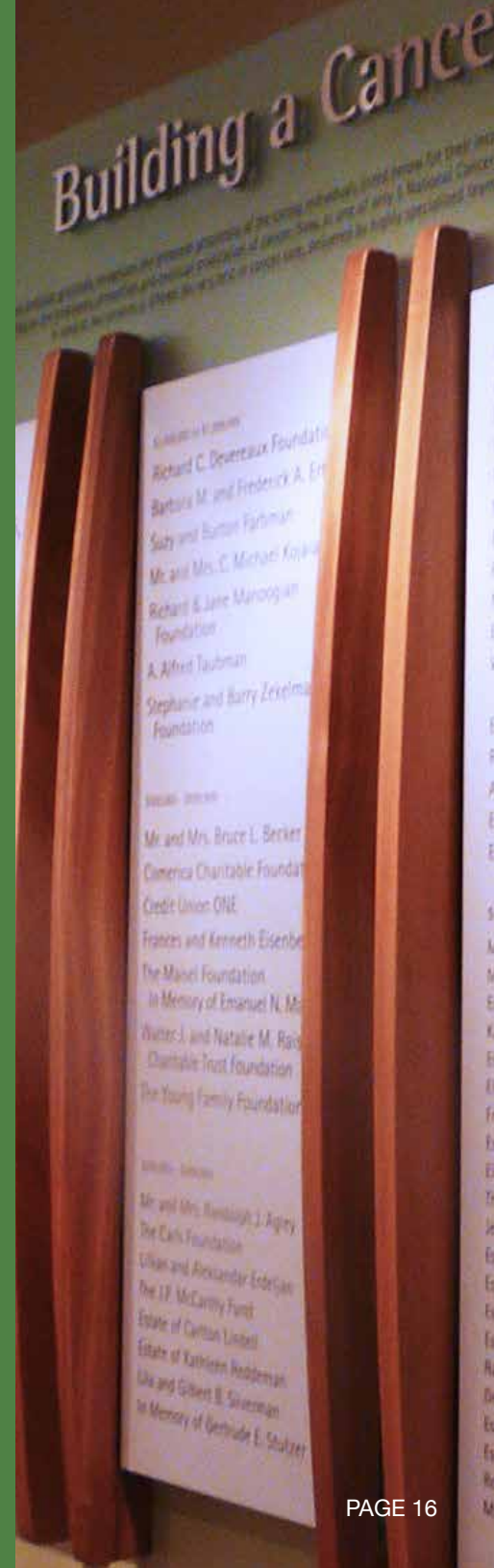


Step One: *continued*

Research, Discovery & Analysis

We also need some very specific information about the donor wall, the campaign, and how it is intended to function.

1. Do you intend to add names to the wall on a continuing basis or is this a permanent installation?
2. How often do you plan to update the wall?
3. How many names do you believe will be added each year?
We like to plan for five years of growth.
4. Do the names need to stay in alphabetical order?
5. Should the names be organized according to giving levels?
6. How many giving levels?
7. What is the giving amount for each level?
8. How many names in each level?
9. What is the size of the area that will receive the donor wall?
10. Please describe the building finishes and materials in the vicinity of the donor wall.
11. If you can, tape an 8 1/2" x 11" piece of paper to the wall and take a straight on photo.



Building a Cancer-Free Future Campaign

...of the campaign provided the funding necessary for the Karmanos Cancer Institute is a place of hope for those diagnosed with cancer, in a hospital focused on one thing and one thing only, curing their cancer.

Karmanos Cancer Center

Permanent campaign wall using frosted acrylic, stainless steel panels and letters with wood splines.

Overall size is 6' tall by 10' wide.

\$18,000

...of the campaign provided the funding necessary for the Karmanos Cancer Institute is a place of hope for those diagnosed with cancer, in a hospital focused on one thing and one thing only, curing their cancer.

\$25,000 - \$49,999

- Sabri Aram
- William G. Bennett
- Beck and Thomas D. Demery
- Estate of Shirley Esery
- Julie and Nick Karmanos
- Mary and Robert Mutual
- Dr. Charlotte and Mr. Charles Podowski
- PVS Chemicals
- Estate of Howard M. Sherman
- Dr. Anthony Shields and Fayth Yoshimura
- The Skillman Foundation
- Physicians of University OB/Gyn.
- Division of Gynecological Oncology
- Manuel Valdivieso, M.D.
- Dr. and Mrs. George H. Yoo
- Mary Lou Zieve

\$10,000 - \$24,999

- Allan and Linda Adelson
- Bassel El-Rayes, M.D.
- Dr. and Mrs. Jeffrey D. Forman
- Elaina Gartner, M.D.

\$5,000 - \$9,999

- Maggie and Bob Alisee
- Mr. and Mrs. Thomas V. Angott, Sr.
- Estate of Joan E. Buerley
- Kay and Joe Buttigieg

\$1,000 - \$4,999

- Estate of Margaret Ashdown
- Paul and Marlene Berman
- Virginia R. Gardiner Trust
- The Jewish Fund
- Melvin and Geraldine Kattan
- Estate of William Kelly
- Estate of Gerhard P. Mayer
- Michigan Jewish Sports Foundation
- Estate of June G. Parnall
- W. James Prowse and Patricia Rhodes-Prowse
- Estelle and Milton Ring
- R. Hamilton Schirmer
- Alan S. and Sandy Schwartz
- Estate of Dawn Elaine Sheffield
- Estate of Louis W. & Hilda W. Wasmund

\$500 - \$999

- William C. Devereaux Foundation
- Barbara M. and Frederick A. Em
- Sara and Burton Eytman
- Michael and Mrs. C. Michael Kuz
- Robert & Jane Mannogian
- Foundation
- A. Alfred Tausman
- Stephanie and Barry Zekel
- Foundation

\$100 - \$499

- Mr. and Mrs. Bruce L. Becker
- Commerce Charitable Founda
- Credit Union ONE
- Frances and Kenneth Esenbe
- The Mikel Foundation
- In Memory of Emanuel N. M
- John and Natalie M. Ru

Step Two:

Planning

During the planning phase we'll determine the following.

Schedule

Donor recognition needs to follow a strict uncompromising schedule. Once we know the completion date we'll create a detailed schedule.

Budget

The budget is a critical piece of information that is required before design can begin. All design decisions are based on the budget available. We can help establish an appropriate budget based on the size of the campaign and the size and type of organization.

Design Presentation and Approval Process

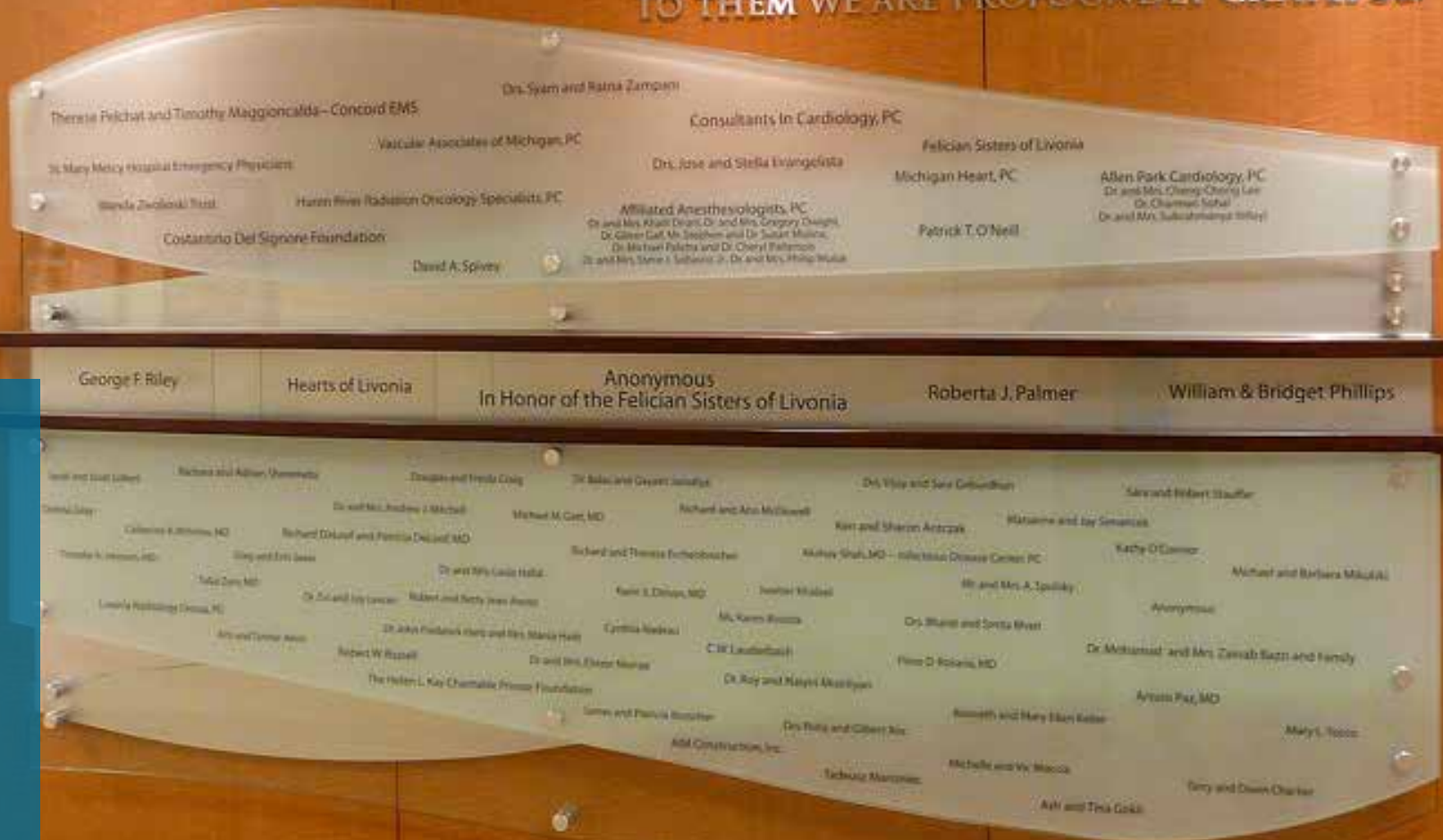
You'll want to determine who should be at design presentations to insure a timely review and revision process.

Installation Requirements

We'll need to coordinate with the facilities group to expedite working in the building.



OUR LADY OF HOPE CANCER CENTER CELEBRATES THE GENEROSITY OF THE
 FOLLOWING DONORS TO THE CARING FOR THE FUTURE CAMPAIGN.
 TO THEM WE ARE PROFOUNDLY GRATEFUL:



St. Mary Mercy
 Hospital

Frosted and clear
 wave shaped panels
 with etched and paint
 filled donor names.

Overall size is 7' tall by
 15' wide.

\$35,000

Step Three:

Design

The design process is based on whether we agree to a design-build or design-bid project. There is more on these options on page seven.

Concept Design

Generally, the design process starts with us creating one to three rough concepts based on the criteria determined in the previous steps. These concepts will be presented in person or via web-ex. We document all stakeholder comments which are then incorporated into a revised drawings. This process repeats until a final concept is approved.

Final Design

Once the concept is approved we create detailed drawings considering every detail and all materials and finishes. Material and finish samples are submitted for review along with prototypes, if applicable.



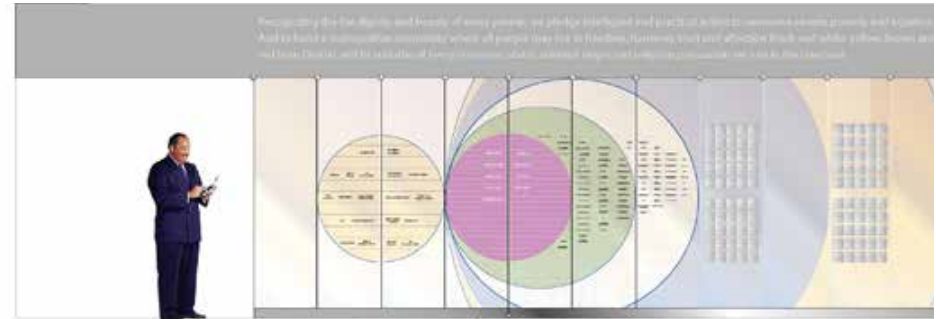
Conceptual Design Samples

The drawings shown here are typical first round design concept drawings. You can see that each design uses similar colors and a circle theme which is derived from the wall's tag line, "Circle of Hope".

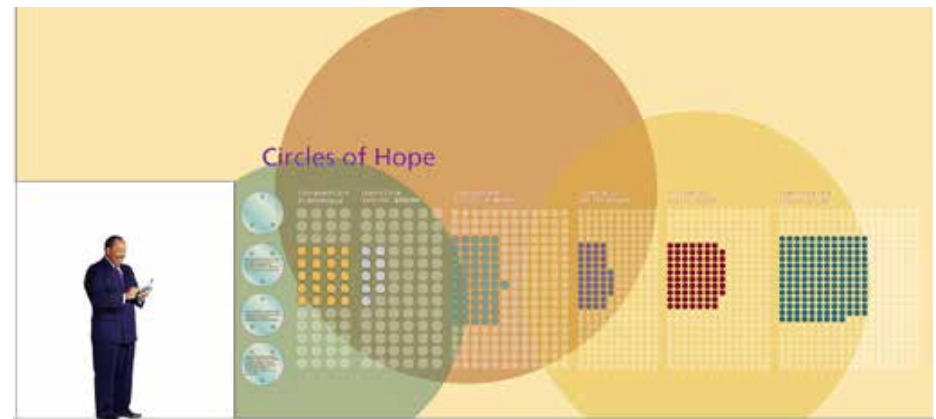
The concept drawings will incorporate the correct giving levels and the number of donors, will show potential for growth, consider how names are updated and include tag lines, photos, and logos.

We usually show something a little more conservative, something in the middle, and an idea that's a bit more out of the box.

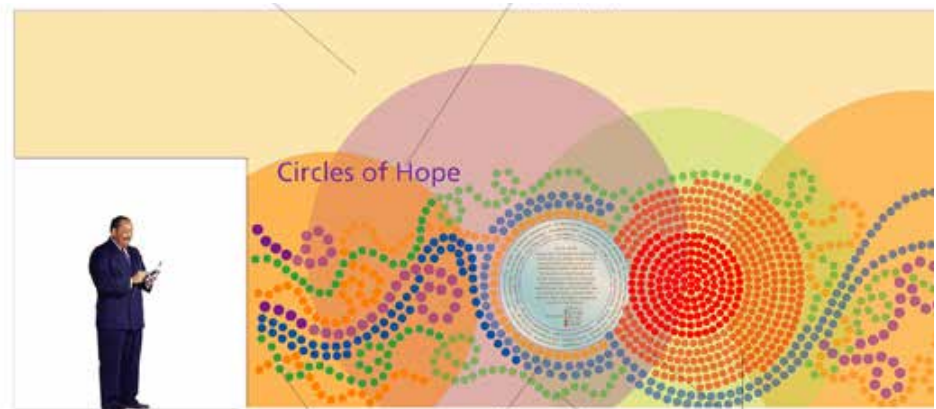
We also try to present a range of costs options, all of which are under the budget. In this example, concepts two and three are far less expensive than concept one.



Concept One



Concept Two



Concept Three



Lawrence
Technological
University

Etched stainless
steel with granite
base. This element
is one of an entire
family of recognition
signs created for this
project.

\$2,000

Step Four:

Implementation

Implementation includes fabrication, donor name proofing, shop drawings, final material and finish samples, and installation and/or shipping with full installation instructions.

We have a large centrally located multi-functional shop in Michigan with craftspeople skilled with wood, glass, metals, acrylics and a variety of printing and etching techniques. We install large and small projects all over the country.

The key to a successful installation is competent planning and coordination with you and your facilities staff well in advance of the install date.

Project Wrap-up

Upon completion we will provide all maintenance and updating instructions along with templates, (if required), and we will provide training, (if required).





Portfolio

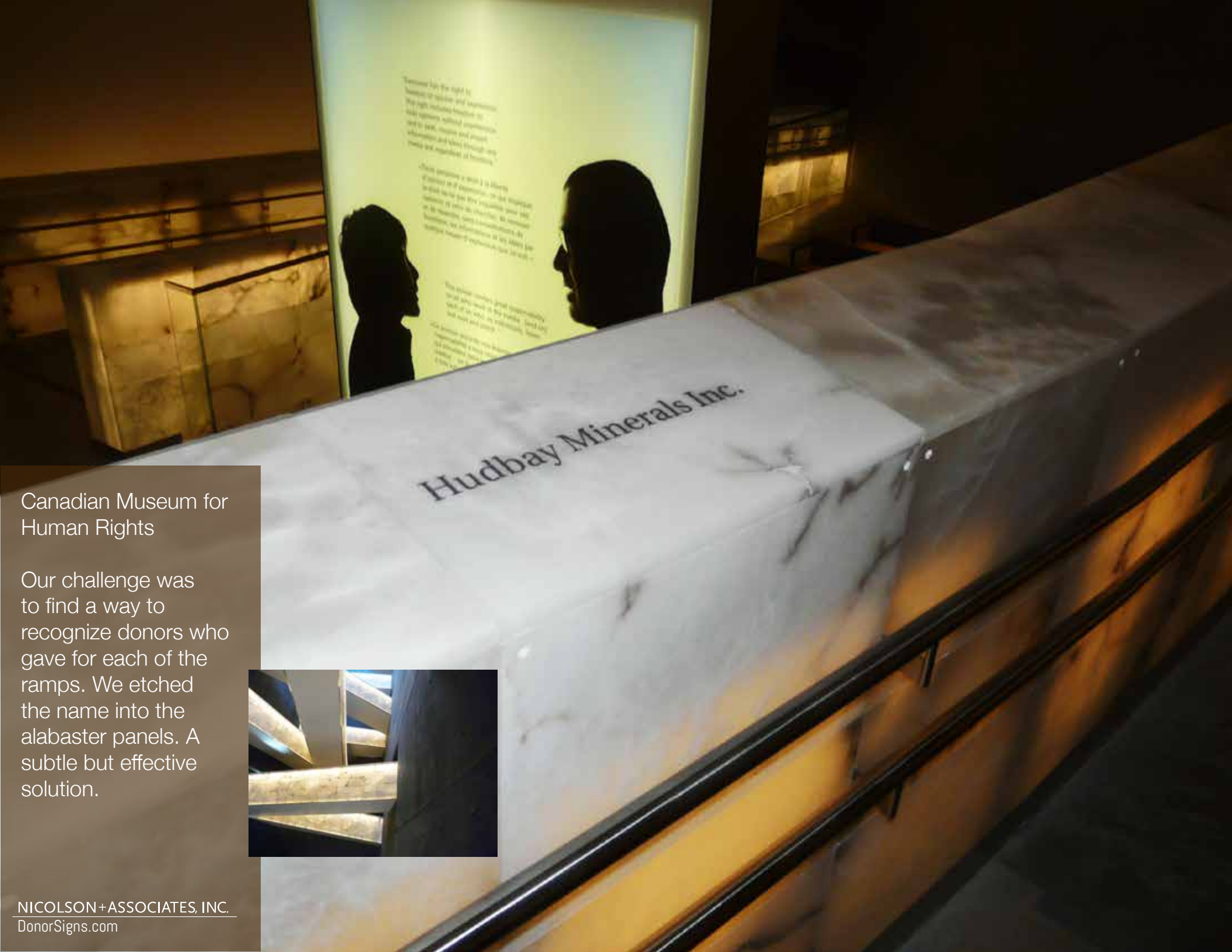
NICOLSON+ASSOCIATES, INC.
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Detroit Zoological
Society, Polk Penguin
Conservation Center

The donor wall is
intended to look
like an iceberg with
penguin silhouettes
along the top.

\$90,000





Canadian Museum for Human Rights

Our challenge was to find a way to recognize donors who gave for each of the ramps. We etched the name into the alabaster panels. A subtle but effective solution.



Mercy San Juan Medical Center Guild

Bringing World-Class Neurological Care to Our Community



Mercy San Juan Guild

Our mission is to support the medical center's commitment to providing world-class neurological care to our community. We do this by raising funds and providing support to the medical center's various programs and services.

Our guild is a group of people who are passionate about supporting the medical center's commitment to providing world-class neurological care to our community. We do this by raising funds and providing support to the medical center's various programs and services.

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Mercy San Jaun
Medical Center

Digital interactive
donor wall with five
touchscreen monitors.

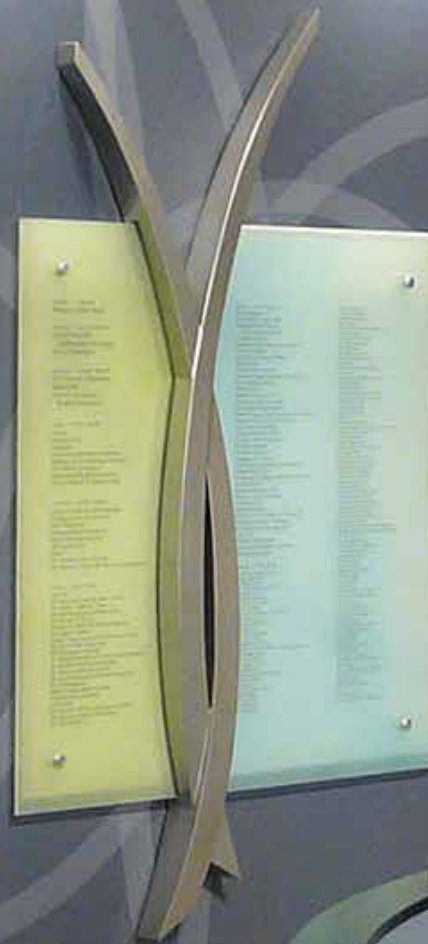
ACCESS Community Center

Permanent campaign wall with etched and tinted textured glass, metal sculpture, and custom printed vinyl wall-covering.

\$18,000



*In deepest
appreciation of the
individuals and
organizations
whose generosity
demonstrates their
commitment to the
future. Thank you
for making the Youth
and Family Services
Center a reality.*





City of St. Joseph, MI
Lighthouse Foundation

All stainless steel
construction with deep
etched donor name
lettering. The legs
are intended to mimic
the dune grasses.

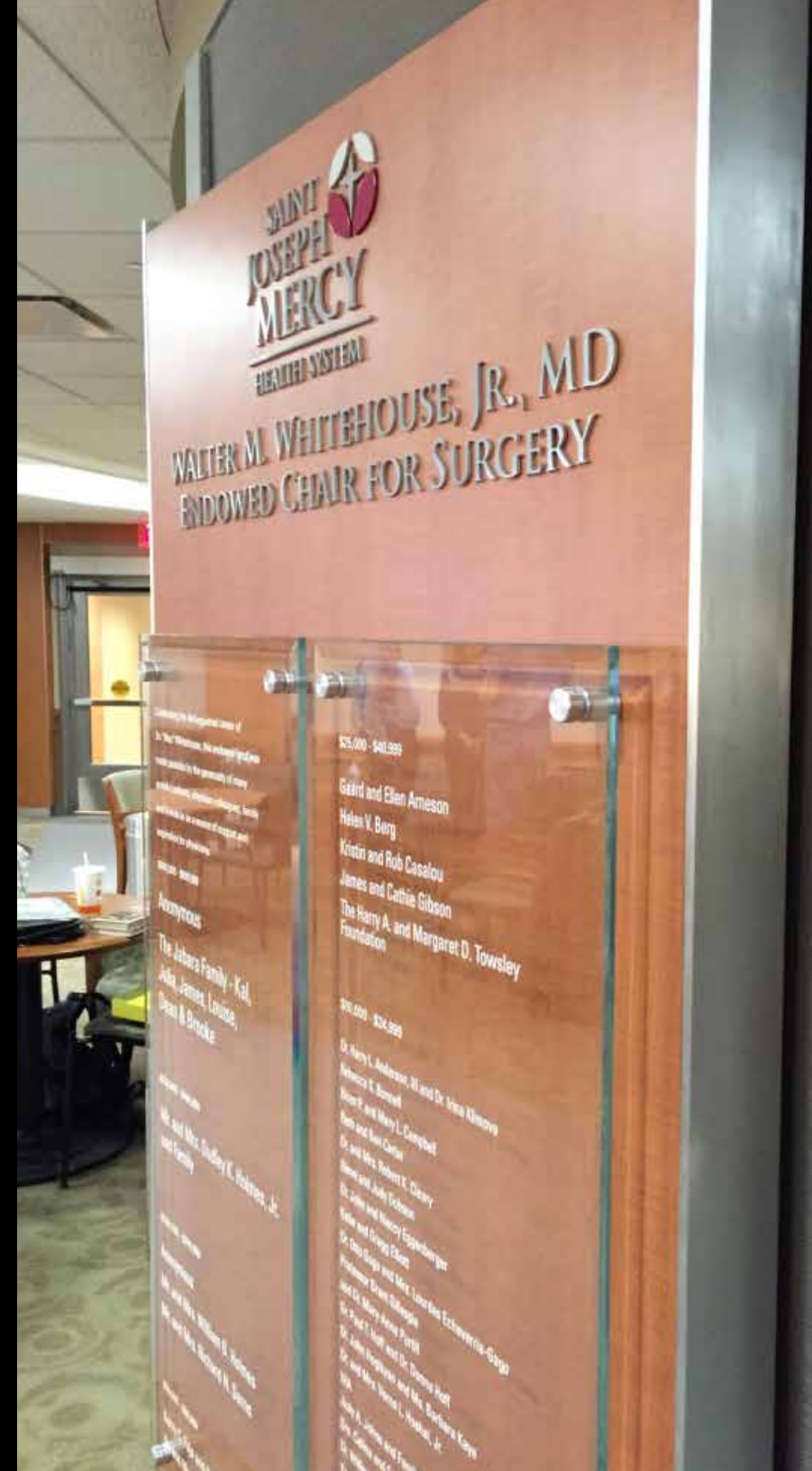
\$30,000

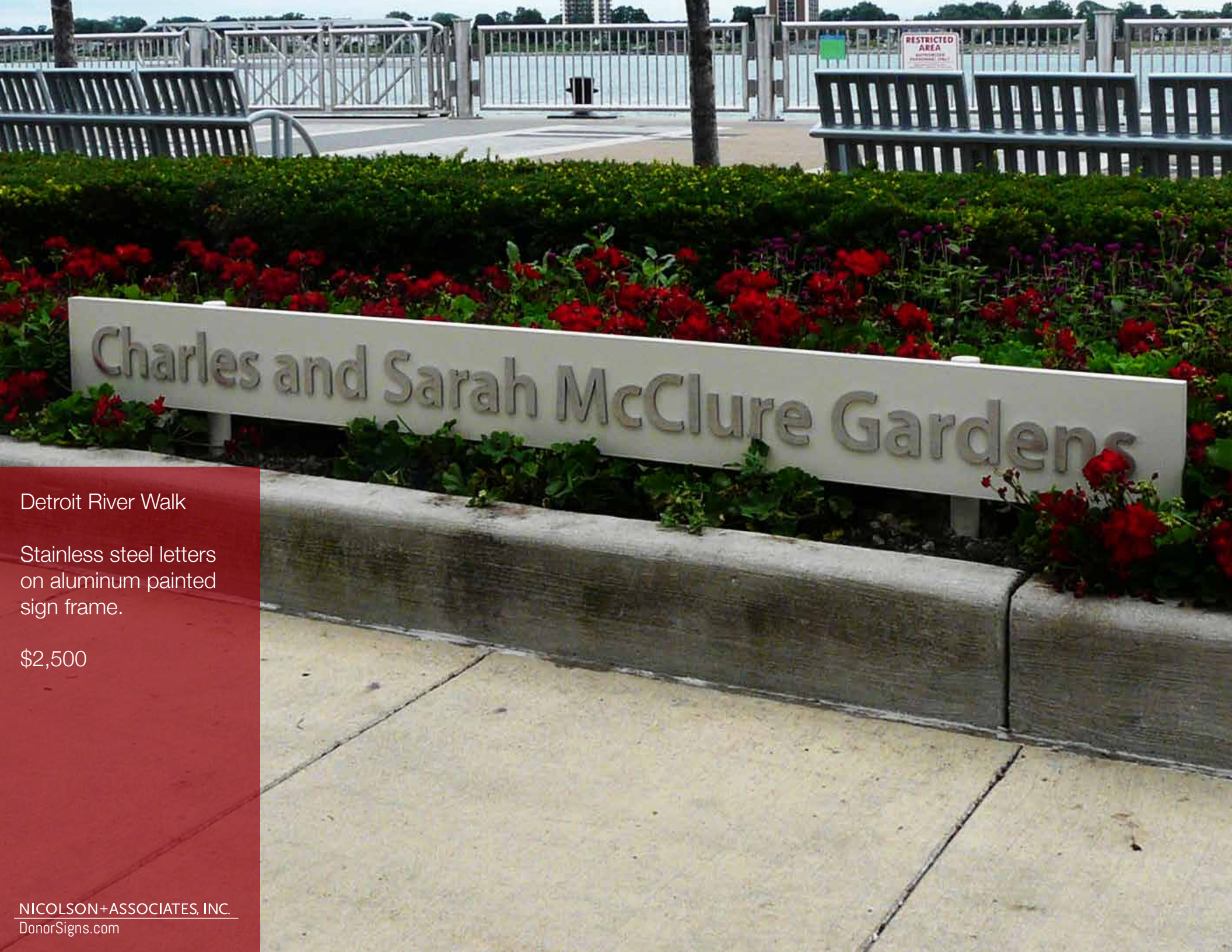


St. Joseph Mercy
Hospital

Wood back,
aluminum trim, with
etched glass panels.

\$15,000





Detroit River Walk

Stainless steel letters
on aluminum painted
sign frame.

\$2,500



Beaumont Hospital
Grosse Pointe

Etched stainless steel
on a wood base with
horizontal custom
shape steel elements.

\$15,000



Anton Art Center

Etched 24" diameter by 1/4" thick muntz metal (brass) plate on steel frame with tinted and custom textured glass panel that matches the interior donor wall.

\$8,000



Botsford Hospital

Donor names are printed on individual aluminum plates on a common back panel. Updating is quick and easy. Glass panels are attached to maple panels. The bas relief in the center is an important historical artifact.

\$65,000

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Vision of Compassion

\$25,000 to \$49,999

Donor names are printed on individual aluminum plates on a common back panel. Updating is quick and easy. Custom etched glass panels are attached to a mahogany structure.

Vision of Courage

\$100,000 to \$499,999

Donor names are printed on individual aluminum plates on a common back panel. Updating is quick and easy. Custom etched glass panels are attached to a mahogany structure.

Vision of Excellence

\$500,000 and above

Donor names are printed on individual aluminum plates on a common back panel. Updating is quick and easy. Custom etched glass panels are attached to a mahogany structure.

Vision of Living

\$100,000 and above

Donor names are printed on individual aluminum plates on a common back panel. Updating is quick and easy. Custom etched glass panels are attached to a mahogany structure.

Vision of Hope

\$100,000 and above

Donor names are printed on individual aluminum plates on a common back panel. Updating is quick and easy. Custom etched glass panels are attached to a mahogany structure.

Botsford Hospital
Cancer Center

Donor names are printed on individual aluminum plates on a common back panel. Updating is quick and easy. Custom etched glass panels are attached to a mahogany structure.

\$65,000

HONORHEALTH™

Foundation

Honoring Those Who Make a Difference.

LIFETIME Circle of Distinction

It takes time to make a difference. It takes time to make a difference.

Gift \$100 to receive:

Next 100 recipients: \$100,000.00

Next 100 recipients: \$100,000.00

Next 100 recipients: \$100,000.00

Next 100 recipients: \$100,000.00

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HERITAGE

Acton, John (Lend Acton)

REGENT

Adams, Abigail

EXCALIBUR

Adams, Hank
Adams, Frank
Adams, Edward
Adams, Reuben
Adams, Hal
Adams, James
Adams, Creighton
Adams, John (Lend Acton)

LUMINARY

Adams, Hank
Adams, Frank
Adams, Edward
Adams, Reuben
Adams, Hal
Adams, James
Adams, Creighton
Adams, John (Lend Acton)
Adams, Abigail
Adams, Douglas
Adams, Henry
Adams, John Quincy
Adams, Samuel

MAIN MENU

Honor Health

Interactive digital donor wall with a single 80" touchscreen monitor.

The Grosse Pointe Academy

Individual brass plates with etched donor names on a custom darkened oak frame.

\$14,000



ST. MARY MERCY HOSPITAL Distinguished Benefactors

St. Mary Mercy
Hospital

Accumulative
donor wall with each
giving level on a
separate wood panel.

50' long with wood
panels, granite base,
and aluminum trim

\$125,000

Trinity Society

\$1,000,000 AND ABOVE



Mary Angela Society

\$500,000 TO \$999,999



President's Society

\$100,000 TO \$499,999



St. Francis Society



Benefactors





Botsford Hospital
Healing Garden

Cast bronze plaque on
a limestone base.

54" x 24" cast
bronze plaque with a
limestone base.

\$9,500

NICOLSON+ASSOCIATES, INC.

DonorSigns.com

Contact our Creative Director, Richard Nicolson at

248-207-3921

dnicolson@donorsigns.com

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