



"I have thoroughly enjoyed working with you, Anne. You've provided excellent guidance on the donor recognition displays as well as how the donor recognition will relate to other stewardship efforts."

*– Susan Keenan
Executive Director
Roper St. Francis Foundation
Charleston, SC*

The Big Hearts Campaign in support of the Roper Cardiac Wellness and Rehabilitation Center was the first for this foundation to use standards-driven donor recognition. The interactive display established a higher level of storytelling and engagement of donors, and set goals for a growing program of donor recognition and community messaging about philanthropy.

The multimedia display components were designed for presentation via laptop computer to donors and new prospects many months prior to the opening of the facility. Content development provided stewardship opportunities and interaction with the donors, and kept enthusiasm high. Photography, quotes and stories were crafted with individualized attention and preliminary presentations were shared, keeping the donors engaged with the project.

Big Hearts Campaign Recognition Charleston, South Carolina

The finished display combines an interactive touch screen and permanent recognition for the largest donors. The permanent plaques establish standards for size, content and materials that will be carried forward throughout the hospital system. Graphic decisions—including the use of donor photos, the intentional mix of black and white and color graphics and decisions about the use of logos—were carefully negotiated with the communications department and demonstrate guidelines specific to donor recognition but well-coordinated with the hospital's branding.

Heurista is now expanding the program to include recognition display for lifetime and planned giving and major naming opportunities. Likewise, the client is formalizing policy with Heurista's guidance. The Big Hearts display was designed during Heurista president, Anne Manner-McLarty's tenure with Robin E. Williams Incorporated.

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BIG HEARTS

- Project Donors
- Big Heart Campaign Donors
- Wellness Facts
- You Can Give
- Events Calendar

Support from these Big Heart donors makes the work of the Roper Cardiac Wellness & Rehabilitation Center possible.

My instincts that we have to pay attention to our bodies' needs. Don't ignore what you are feeling, be persistent and go to the doctor.




Sandra and George Fennell

We felt very strongly about donating to help those who are in need at the Heart Hospital and Community Key and David Jones.



We have seen how philanthropy can impact the lives and improve the care of people in our community.



Lorge and Steve Butcher

We are proud to support this center as a part of the growth of the Medical Society of South Carolina.



We believe that fitness is at the "heart" of good health and wellness.



Timi and O.L. Thompson

Our donation is for the growth of the Medical Society of South Carolina and the heart to their future.



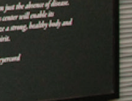
Carol and Jack King

My years of Medical Directorship gave me an opportunity to see firsthand the substantial evidence-based benefits of cardiac rehabilitation.




Harold Ellman MD

Millions of lives are just the absence of illness. Our hope is that the center will enable us to help patients to realize a strong, healthy body and a joyful spirit.



Penny and Doug Myerson

We are proud to honor my father's legacy and to see a second heart allow the world to see his life.



L. Ellman