REQUESTING PERSONALIZED TRIBUTE & GIVING PAGES

This process applies to all requests relating to tributes, in memory/honor of, community events, and any other peer-to-peer fundraisers.

1. When receiving a request for a custom tribute or fundraising page, please collect the information below from the requester. - *Development*

- Name of the tribute or fundraiser
- Designation of gifts *(If nonexistent or multiple designations in question, see #2 below)*
- Photo for the webpage banner *(Optional. If none provided, a standard image can be used. See Giving Page Examples below)*
- Personalized copy *(Optional. If none provided, standard copy can be used. See Giving Page Examples)*
- **Submit a Workfront Project request to MarCom using the template for Giving Pages. Include the information compiled and upload any files provided.**

2. Identifying the Designation

- If the designation does not exist, or there are multiple options, please consult Gift Services **(Director, Gift Services)** to determine the correct designation or to create a new one.
- Include the designation name and code in the MarCom Workfront project request details or updates.

  *Note:
  If a named designation or endowment is requested, a Gift Agreement is required.
  Gift Services (Director, Gift Services) works directly with the Development partner on these steps.

3. Giving Page Creation and Delivery

- MarCom will send a screenshot of the giving page draft copy for approval by the requester.
- Once any requested edits are made and final draft is approved, MarCom **(Director, Digital Marketing)** will send the final link and QR Code.
- Typical turnaround time after request is received is **3 days.** (Delivery time is subject to approvals and content delivery)

4. Gift Reporting

- If donor requests gift reporting, please notify MarCom in the Workfront project.
- Stewardship will connect with Development to determine details and cadence. – **(Foundation Specialist, Donor Relations)**

Giving Page Examples

- [Giving Page with Standard Banner and Copy](#)
- [Giving Page with Personalized Banner and Physician Mention](#)
- [Giving Page for NICU Grateful Patient](#)