

*Doc Morgan's
Guide to Igniting
Donor Spirit*





Donor Excitement doesn't just "Happen"

At a function for a major Midwest university, one donor received a pin with the first level of Genuine stones for her \$10,000 gift. Observing others with pins of different colored stones, she approached the program administrator. "I saw someone with rubies on their pin. How do I get one of those?" He explained rubies recognized a gift of \$30,000. "I really love rubies," she told him. "I may have to give \$30,000 next year."

Successful Y's create a route to donors' hearts beyond loyalty. They build donor community, recognizing their donor family in ways that encourage donors to recognize each other, as well.

Doc Morgan Programs reinvent the donor recognition paradigm, tying gifts to a series of jeweled pins they covet and enjoy; establishing on-going and encouraging progressively higher - donations. Proven by institutions, non-profits and service club foundations worldwide, our loyalty products fund the long term by function and intent.

Surprisingly, ***Doc Morgan*** pins can be significantly less expensive than many donor recognition products you currently use. One of the most cost-effective loyalty tools available, coordinated pin series' feature diamonds, gemstones and synthetics of exceptional quality and brilliance. Unlike other recognition gifts, our pins are worn with pride, going wherever the donor goes. Promoting your donor campaigns, while their exceptional beauty creates desire to earn the entire series.



An ally in success

The world's largest service club foundation wanted a program to recognize \$1000-\$5000 gifts. **Doc Morgan** designed a lapel pin with the organization logo and one diamond for each \$1000 given. When we asked about pins for the \$6000-\$10,000 levels, the foundation wanted to "...worry about that when the need arises." Within six months, we were designing pins accommodating six to ten diamonds.

As a charter member of the Y's Preferred Vendor group, **Doc Morgan** has always taken the long view. We join with Y's to create well-coordinated, flexible programs that consider present – and future – objectives. Our planning sets goals based upon Target Donation Levels, Donor Demographics, Local Culture, Marketing and Future Program Expansion.

Experienced Program Developers assist you at every step. We can create any combination of donor levels, with flexibility to fulfill even the most unique needs and circumstances. We then help fuel program success with marketing and web support.

Planning

*How **Doc Morgan** Progressive Giving Programs Work*

While attending a recent YMCA General Assembly, **Doc Morgan** Partner Rod Miller noticed a commanding sparkle on the lapel of another attendee. With an eye to his competitors, he focused on a pin with diamonds of exceptional quality and cut. Closer examination revealed it was a pin for another large, international service club – and a **Doc Morgan** product. Not only did the man prefer wearing another organization's pin to the Y Assembly, Miller could tell by the stones he had given them thousands of dollars to add it to his collection.

Although we've developed many different kinds of programs, for many different groups, these examples offer a framework for you to consider.

A large part of our success lies in the exceptional beauty and quality of our genuine gemstones. **Doc Morgan** lapel pins get noticed across a room of people, giving donors the impact they desire.



One foundation started with one genuine diamond/ \$1000 donation. This proved so successful, they had to add new, higher levels using genuine colored gemstones. Feeling one colored stone seemed less appreciative than ten diamonds, they created their \$11,000 level with one colored stone + nine diamonds, their \$12,000 level with two colored stones + eight diamonds, etc. After the first year, they found donations at the higher colored stones levels increased 50%+. Higher level donations continue to rise.

Basic Progressive Giving/**Doc Morgan's** Exceptional Genuine Stones:

Doc Morgan will finish your pin with one to ten of your chosen stones (the most effective, our Genuine Diamonds), starting with Target Donations of \$1000. Each stone represents an annual \$1000 gift. This same plan, using different stones/stone combinations for additional amounts, could also reward repetitive annual gifts of \$1000, \$5000, \$10,000, etc.:

First year – One Stone

Second year – Two Stones

Third year – Three Stones

Fourth year – Four Stones

Fifth year + - Continuing with increasing number of stones up to ten stones/ten years of annual donations

One Foundation Partner found giving one pin/\$1000 annual donation at higher amounts extremely motivating. After receiving one pin of appropriate stones/metal for his \$30,000 gift, one donor was asked if that was acceptable, "If you don't send me all thirty pins, I'm not giving all \$30,000!" he responded, explaining he was having a case made to display them together. The foundation sent all thirty pins.

The same foundation learned in some countries, \$5000 donors received just one \$5000 level pin. So important was receiving all five pins, these donors began splitting their donations \$1000 at a time.

Full Spectrum Progressive Giving/**Doc Morgan's** Exceptional Genuine Stones + Gold Variations:

- \$ 1000-\$10,000 – Yellow Gold, One Genuine Ruby/\$1000
- \$ 11,000-\$20,000 – White Gold, One Genuine Ruby/\$1000
- \$ 21,000-\$30,000 – Yellow Gold, One Genuine Blue Sapphire/\$1000
- \$ 31,000-\$40,000 – White Gold, One Genuine Blue Sapphire/\$1000
- \$ 41,000-\$50,000 – Yellow Gold, One Genuine Emerald/\$1000
- \$ 51,000-\$60,000 – White Gold, One Genuine Emerald/\$1000
- \$ 61,000-\$70,000 – Yellow Gold, One Genuine Amethyst/\$1000
- \$ 71,000-\$80,000 – White Gold, One Genuine Amethyst/\$1000
- \$ 81,000-\$90,000 – Yellow Gold, One Genuine Diamond/\$1000
- \$91,000-\$100,000 – White Gold, One Genuine Diamond/\$1000

While these have proven exceptionally inspiring, they're just a few ways plans can be structured. Our Program Development team can take special needs and circumstances into consideration, creating unique plans for every YMCA's situation.

While experience has proven it's the exceptional beauty of our genuine stones high dollar donors value, we also offer fine synthetic stones for lower donor levels and other recognition programs (volunteers, staff, etc). Here's one way our customers have used these more economical options.

Basic Giving/**Doc Morgan's** Exceptional Synthetic Stones:

- \$ 250 Donations – Synthetic Ruby
- \$ 500 Donations – Synthetic Blue Sapphire
- \$ 750 Donations – Synthetic Emerald
- \$1000 Donations – Synthetic Diamond



The Genuine Article

So impressed with **Doc Morgan** quality, design and service, one major university scrapped an entire order of a competitor's pins, implementing **Doc Morgan** trademark quality instead. The results were so successful, the school now gives only **Doc Morgan**.

During the Great Depression, Gilbert "Doc" Morgan put himself through college selling school rings. Seeing himself as his customers' "servant," he built his reputation – and his business – by always exceeding their expectations.

A gentleman and perfectionist, Doc always did things the right way, even if it wasn't the most profitable. Doc's goal was not to be the biggest in the industry, but to be the best. So sincere were his efforts, 35 years ago, **Doc Morgan Inc.**, was born.

His spirit still drives everything the company does. Currently led by two of Doc's former employees, Doc's philosophy lives in every one of our products, every member of our staff.

Doc in Spirit, Doc in Success

As important today as when Doc was a student salesman, **Doc Morgan Inc.**, still does business Doc's way. We don't just sell pins, plaques, pens and other commemorative products. We customize loyalty and commemorative programs to each customer's purpose. Exceeding expectations in design, manufacture, worldwide fulfillment and effectiveness.

The **Doc Morgan** Spirit still rules. It's in the enthusiasm of those who proudly wear and display our products. It's in how hard we work for your success.

Why does **Doc Morgan Inc.**, still do things the Doc Way? As Doc himself once said, "Sometimes, you have to satisfy yourself."

See for yourself how a **Doc Morgan** Repetitive Giving Program can fuel your donor campaigns to greater success. Call Rod Miller or Pam Bierman. They're always pleased – and proud – to share what we've done for others. And what we can do for you.

Contact

Our expert staff is waiting to answer questions or help you start your own Repetitive Giving Program please call us at (630) 584-9414 for personalized service.

Success