



Singapore Healthcare Management 2017

Donor Acknowledgement Board: A Better Way To Recognise Our Donors

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BACKGROUND

As a non-profit voluntary welfare organisation (VVO), Ren Ci Hospital is dedicated to provide affordable medical, nursing and rehabilitative care services to the elderly community. Generally, most of the long-term patients in the chronic sick unit and long-staying residents in our nursing home come from low income families, while some are destitute. Even with government subvention, Ren Ci still relies on public donations so as to enable the less fortunate seniors to continue receiving high quality healthcare services and a hope for better living.

Some of the issues that we faced for the previous donor appreciation board are:

- **Space Limitation**
 - We couldn't feature all the donors' names with the ever increasing number of new donors.
- **Colour Consistency**
 - When we receive a new donor's donation of SGD10,000 and above, we will fabricate a new plate to place on the donor board. It was difficult to achieve colour consistency due to different period of fabrication.
- **Manpower**
 - As the listing of donors are organised according to the amount of donations made, much efforts are required for shifting and insertion of new name plates.



Previous Donor Appreciation Board



AIM

A Better Way To Recognise Our Donors

We were running out of wall space to add on the donors' nameplates and it was difficult to maintain colour consistency across the batches of name plates. we aim to find a more sustainable way to acknowledge the donors.



METHODOLOGY

Going The Electronic Way

1. To address the wall space issue, the solution was to digitise past donors' information and allow search and display function on a touch screen. This immediately allows us to store and display donors' information from way back since 2005.
2. The original designated wall space for donors' acknowledgement could now be redesigned to allow aesthetic display of more current donors in recent years. Plus, we could create a special mention board to highlight a special category of donors.
3. Staff only needs to update the acknowledgement board annually, instead of the previous frequent ad-hoc update procedures.



RESULTS

Touch & Find

1. A cleaner and visually more pleasing way to acknowledge donors.
2. Public is able to use the touch screen software to search for donors' information. Information of **722** donors was migrated into the software.
3. Ease of update. Staff simply replaces the old financial year spreadsheet in the software once a year.



Touch Screen Panel

- This is an interactive screen, whereby public can search and view the donors' information instantly.

Special Recognition Panel

- In appreciation of donors who donated SGD250,000 and above (accumulate), we want to acknowledge them for their generous donations. We were able to segregate the donation amounts into three tiers, so that these donors are duly mentioned and recognised.

Listing of Donors by Year

- This section acknowledges donors who donated SGD10,000 and above (accumulate) in a year.



CONCLUSION

Easy To Use & Sustainable

With the new display format, we met the requirement to give due acknowledgement to our donors in a sustainable way.

