

# FROM A DONATION TO A HOME

Open the door, become part of the story

## RECOGNITION PLAN

### MAJOR FUNDRAISING CAMPAIGN 2024-2028



**DIAMOND**   **PLATINUM**   **GOLD**   **SILVER**   **BRONZE**   **COPPER**

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	COPPER	
<b>VISIBILITY</b>	Publication of a press release to announce the donation	●	●				
	Mention in all press releases related to the major campaign	●	●	●			
	Mention in the Donors and Partners of the major campaign section of the website	(Clickable logo)	(Clickable logo)	(Clickable logo)	(Clickable logo)	(Mention)	(Mention)
	Note of thanks on social media networks	(Individual/video possibility)	(Individual/picture)	(Individual/picture)	(Individual/picture)	(Grouped)	(Grouped)
	Mention in the annual report and receipt of a copy	●	●	●	●	●	●
	Personalized thank you letter	●	●	●	●	●	●
<b>PHYSICAL LEGACIES*</b>	Possibility of designating one of the main living spaces	●	One or the other				
	Possibility of designating an outdoor space			One or the other			
	Possibility of designating a room						
	Mention on the donor wall (different sections depending on the value of the donations)	●	●	●	●	●	●
<b>MEMBERSHIP AND INCREASED INFLUENCE</b>	Invitation to the ceremonial groundbreaking event and visibility in event communications	(Display and speaking)	(Display and speaking)	(Display and presence)	(Display and presence)	(Presence)	(Presence)
	Invitation to the ribbon cutting and visibility in event communications	(Display and speaking)	(Display and speaking)	(Display and presence)	(Display and presence)	(Presence)	(Presence)
	Invitation to the launch and closing of the campaign	(Display and speaking)	(Display and speaking)	(Display and presence)	(Display and presence)	(Presence)	(Presence)
	Invitation to an exclusive cocktail, including a tour of the house	●	●	●	●	●	
	EXCLUSIVE: DONATIONS OF GOODS & SERVICES Construction partners Special recognition	●	●	●	●		
	Presentation of the donor in a local media	●	●	Grouped			
	Publication of the donor's portrait in the "News and events" section of the website	●	●	●	●		
	Display on the construction site for the duration of the work (updating the display annually)	●	●	●	●		
	Delivery of a visual "Donor to the campaign" kit that can be used by the donor on their communication platforms	●	●	●	●	●	

\* The designation of a space is conditional on a pledge of donation (cumulative donation over 5 years as part of the major campaign). The space will be identified according to criteria defined by the House. This identification will be transferred onto a plaque, the shape, size and constitution of which will be determined by the House. The duration of the designation is determined by the House according to the following terms: 5 years for exterior spaces and bedrooms, 7 years for the main living spaces. This designation will take effect upon the opening of the House. The designation of a space will be conditional on their availability. The elements of the physical legacies are subject to change according to the architectural plans of the House.