Do you want that name on your building?

The Current State of Philanthropic Naming





MONDAY, JULY 29 | 4:00PM - 5:00PM INTERNATIONAL PUBLIC LIBRARY FUNDRAISING CONFERENCE

VINCENT DUCKWORTH, CFRE VITreo Group

CHRISTINE GINGERICK
Calgary Public Library Foundation



PRESENTATION OVERVIEW

Why name anything?

Organizational naming policy

Issues in naming

WHY NAME ANYTHING?

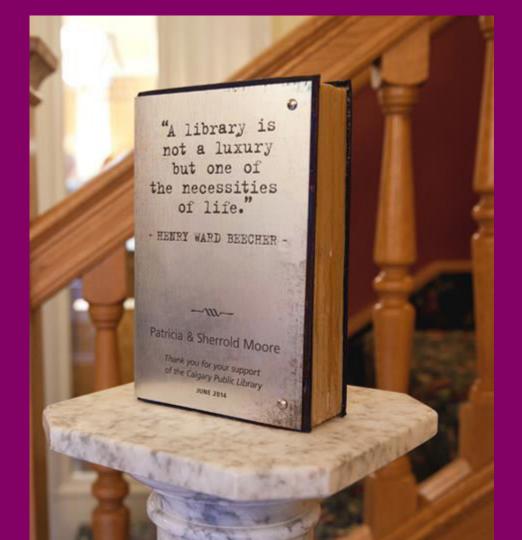








Why do donors care?



Why do organizations care?

WHY NAME ANYTHING?

Why do donors care?

Enduring recognition

Support linked to interests

Ability to honour others

...

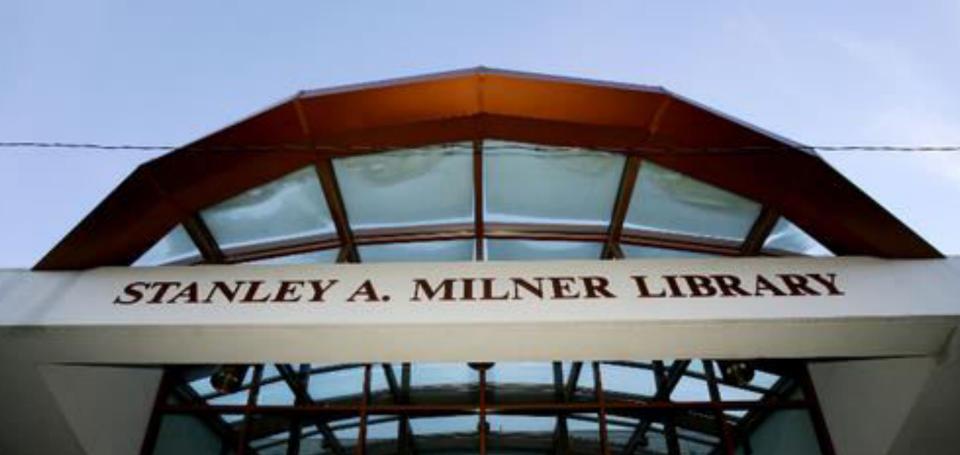
Why do our orgs care?

Stewardship opportunities

Visible display of giving (inspire others)

...







Naming Policies

What needs to be in the naming policy?



NAMING POLICIES

What needs to be in a naming policy?

Values alignment statements

\$\$ value ranges (new/renovation)

Duration of naming

Honourary naming

...

NAMING POLICIES

What needs to be in a naming policy?

How to address brand/naming conflicts

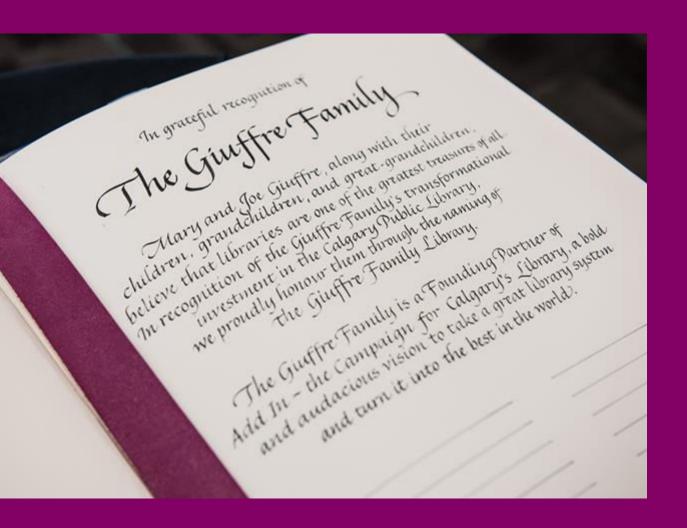
Exclusions

De-naming/demolishment procedure

...







Issues in Naming

What are the big issues in naming?

WHAT ARE THE BIG ISSUES IN NAMING?

What are the big issues in naming?

Public perception

Removing a name

because of controversy

to make room for a "new" name

Gift acceptance

QUESTIONS?





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