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Considerations in Determining Appropriate Naming Opportunities

In the context of comprehensive and capital campaigns, a non-profit organization may seek to recognize its most significant contributors by offering them an opportunity to name some part of its real assets. The following considerations should be taken into account when attaching giving levels to these opportunities.

- Total cost of the building project, and proportional costs of spaces within the building that are being considered for naming. Most non-profit organizations will name a building for a gift in the range of 33% to 50% of the total building cost.
- Overall visibility of spaces. High-traffic areas are often valued above others.
- Perceived value of spaces. Spaces that are closely linked to the mission carry a higher value.
- Market tolerance for naming opportunities. What are donors used to giving for naming opportunities in the general geographic area?
- Protocol for already-named spaces. Do names transfer if the building is refurbished? Do names transfer if the building is razed? Can spaces be renamed?
- Donor motivation. Does the level of the naming opportunity motivate and challenge donors to give more than what they would ordinarily give? How will the naming of spaces be handled when the organization seeks to honor a key stakeholder?
- Ask sequence. Because naming opportunities are limited, organizations need to consider the sequencing of soliciting donors to give key stakeholders an appropriate "right of first refusal."