Moving Beyond Bricks and Plaques:
New Perspectives on Building Inclusive Naming & Recognition Practices

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REVIEW

As a first step, see what is covered under a current policy that relates to naming and recognition and what is informally in practice. Start by conducting an audit of your current policies (naming, gift acceptance, gift agreements, campaign etc.). Physically walking your spaces and capturing what are the current naming and recognition offerings is a helpful exercise – meaning make an actual list of donor names, recognition purpose and place (Example: Joe Smith, 2018 capital campaign, north wall of lobby). Then you can cross reference that recognition with any gift agreements. The purpose of this review is to understand more fully what are the expectations that have been set under current practice, unspoken or written.

DISCUSS & LISTEN

Hold listening sessions with key stakeholders to encourage conversation and explore the topic in your community. Consider engaging the following groups: development staff, non-fundraising staff, executive leadership, board, volunteers, audiences, service beneficiaries, neighbors, or public groups who engage in the space. Possible questions might include:

- How do you personally experience named spaces or donor recognition?
- What do we want naming and donor recognition to communicate to the community?
- How do we define and therefore celebrate generosity?
- Who will be recognized?
- What types of recognition will be most meaningful and motivating to donors, volunteers, staff?

CREATE

Create (or revise) a naming and recognition policy that considers the feedback from discussions. The updated policy should have a guiding principle and philosophy of your organization's approach to naming and recognition. Specific details should include: values alignment clause, duration, renewal process, recognition levels, public display information, exceptions policy, and a communications plan for rolling out the new policy.