

### MOVING BEYOND BRICKS AND PLAQUES:

# NEW PERSPECTIVES ON BUILDING INCLUSIVE NAMING & RECOGNITION PRACTICES

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# AGENDA FOR TODAY

Naming & Recognition Practices
Today

**Evolution of Naming and Recognition Practices** 

**How to Create a More Inclusive Naming and Recognition Practice** 













MELISSA BERLINER Senior Vice President Campbell & Company she/her



SARAH MARINO
Vice President
Campbell & Company
she/her









Who is currently or about to be in a campaign?

Who has revisited their naming and recognition policy in the last 2 years?









#### WHY DO WE DO THIS IN THE FIRST PLACE? THE DONOR PERSPECTIVE

Legacy

Reputation

Pride of gift

**Encourage others** 









#### WHY DO WE DO THIS IN THE FIRST PLACE? THE FUNDRAISER PERSPECTIVE

Tool to upgrade

Meet donor preference

Positive peer pressure

Habit







#### **COMMON TRAITS** OF A NAMING AND RECOGNITION POLICY

# SPECIFIED DURATION & GIFT AMOUNT

(You get this at this level for this long)

## MORALS & VALUES CLAUSE

(Just in case moment)

## **EXCEPTIONS POLICY**

(Who decides if we want to go outside this policy)









#### **COMMON FACTORS** WHEN DETERMINING NAMING AND RECOGNITION

#### Traditionally, we look at:

- Square footage
- Visibility
- Appeal (lobby vs. restroom)
- Number of offerings
- Relativity to other naming opportunity levels
- Prospect capacity

#### We also need to look at:

- Constituencies beyond donors
- Community experience of the space
- Values communicated by public recognition
- Unnamed spaces









How do you personally experience named spaces?
What does it make you feel or think about?









#### WHY RECONSIDER TRADITIONAL NAMING AND RECOGNITION PRACTICES?

- Named spaces can communicate a sense of ownership
- That presentation of power can be exclusionary
- Names do not always reflect passion and commitment
- There might be a lack of community input informing naming policies
- Permanently named spaces limit future opportunities for fundraising
- Permanently named spaces don't reflect changing community needs









#### HOW CAN WE DO BETTER? GET CURIOUS

- What do we want naming and donor recognition to communicate to the community?
- How do you define and therefore celebrate generosity?
- Who will be recognized?
- What message is delivered when an institution renames an important feature after a donor?
- What types of recognition will be most meaningful and motivating to donors, volunteers, staff?
- How do you personally experience named spaces or donor recognition?









#### **PROCESS:** CREATING A MORE INCLUSIVE NAMING AND RECOGNITION POLICY

CONDUCT AN AUDIT
OF CURRENT POLICIES
AND GIFT
AGREEMENTS

HOLD COMMUNITY DISCUSSIONS

Include staff, faculty, students, donors and volunteers.

CREATE AN
APPROACH THAT
REFLECTS YOUR
INTERESTS, GOALS,
AND ASPIRATIONS

...and then communicate it!









#### **CASE STUDY: PERFORMING ARTS ORGANIZATION**

- Large to mid-size organization in the middle of capital campaign
- Conducted nine-month project that included national benchmarking exercise, audit, outreach, and reporting
- History of active use of public recognition
- Determined: Emphasis on storytelling, increased use of non-permanent recognition, elevation of volunteers and that naming at the top levels were still critically important to some donors
- Received two additional leadership gifts as a result









What changes could you make to your current recognition approach to make it more inclusive?









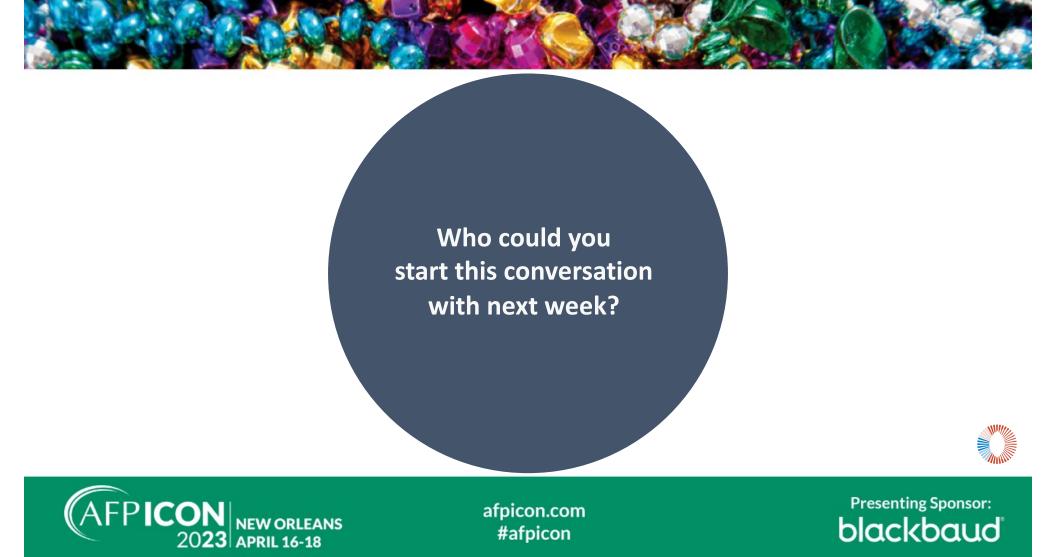
#### **IDEAS** FOR HOW TO EVOLVE YOUR NAMING AND RECOGNITION POLICY

- Cumulative gifts or duration of giving rather than specific amount
- Acknowledging non-financial contributions, such as time and passion
- Recognition designed by the community or tells a story
- Naming selection rights from a list created by the organization
- Preserving community spaces by not allowing them to be named
- Creating a more defined alignment and values clause









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# Thank you!

Melissa Berliner, Senior Vice President melissa.berliner@campbellcompany.com

Sarah Marino, Vice President

sarah.marino@campbellcompany.com





