



# PHILANTHROPIC NAMING OPPORTUNITIES

## Development Checklist

### 1. Understanding Naming Policies and Procedures

- Familiarize yourself with the [university's naming policy](#) as well as [guidelines and policy on memorial benches/plaques](#).

### 2. Accessing Approved Naming Inventory

- Depending on the donor's area of interest, obtain an updated list of approved naming opportunities and their values by consulting with a SCUDD or a staff member from the relevant school, college, or unit.
- Utilize [GAIL's naming opportunity module](#) as an initial resource, but verify space availability with the school, college, or unit representative.
- For any additional inquiries regarding inventory availability or approval, please contact the Office of Con-stituent Programs (Kathy Bangle, Brooks McCommons, or Megan Jenkins).

### 3. Adding or Revaluing Naming Opportunities

- To propose a new naming opportunity or reassess an existing one, reach out to Constituent Programs.
- Constituent Programs, in collaboration with the SCUDD and the respective Dean/Director or VP, will determine an appropriate value based on factors such as comparable opportunities, visibility, square footage, accessibility, and overall condition.
- Once approved by the Vice President for Development and Alumni Relations, the naming opportunities are incorporated into the GAIL naming opportunity module.

### 4. Things to Consider when Discussing with Donor

- Gifts for namings must be irrevocable and paid within a five-year period based on a signed pledge commitment. Deferred gifts like life insurance and bequests should not be used for a current naming opportunity.
- At least one half of the pledged gift must be received before the naming can go to Cabinet for approval.
- Namings cannot be modified once they are approved by Cabinet. Be sure to discuss the naming with the donor and make sure it is submitted as it will appear on the plaque for Cabinet approval.
- Is this an [exterior/place naming](#) or an [interior/space naming](#)?
- Once approved, work with University Architects on production and installation of the plaque. Consult [UGA's Uniform Sign Design Policy](#) for more information.