



Gift Naming & Recognition Policy

Purpose

These policies and procedures set forth guidelines for gift naming opportunities at Mount Vernon Nazarene University (MVNU).

General Naming Policies

Significant philanthropic gifts to MVNU provide donors the opportunity to designate the name of a program, facility, spaces within a facility, professorship, academic unit, endowed fund, or other entity as a gesture to honor or memorialize either the donor or an individual or entity of the donor's choosing.

The Board of Trustees (BOT), in consultation with the President and his/her Senior Leadership Team, retain final approval of all naming rights offered as a result of a donor's philanthropic gift. However, to allow day-to-day business operations to continue uninterrupted, the BOT has transferred conditional responsibility to the President and the Vice President of University Relations (VPUR) for approving all naming opportunities except the following: entire facilities, colleges, schools, programs, departments and all externally facing public spaces. These naming opportunities will require BOT approval.

The acceptability of naming gifts is based on the guidelines established in the Gift Acceptance Policy (GAP) and approved by the BOT.

Written Gift Agreement

Gifts made with the naming intentions should be accompanied by a written gift agreement that has been approved and signed by the donor(s) or designated donor representative(s) and the appropriate MVNU representative(s). Gift agreements specify the gift fulfillment period, the purpose of the gift and any restrictions, and the naming opportunity extended as a result of the fulfillment of the gift.

Pledge Gift and Publicity

Generally, for capital and programmatic naming opportunities, donors will not be publically recognized [i.e. public announcement of naming and gift, signage erected, etc.] until the gift is at least 50 percent satisfied and a written pledge agreement for the remaining balance is on file in the University Relations office.

Named endowments, which tend to be lesser money, may be publicized when a written gift agreement is on file in the University Relations office and 20 percent of the minimum money required for an endowment is received by MVNU.

Deferred Gifts

Deferred gifts may be used in part to satisfy some naming opportunities. The deferred gift must be irrevocable and written documentation must be on file in the University Relations office.

As a general rule, deferred gifts may not be used to satisfy naming opportunities related to buildings or other physical facilities.

For those naming opportunities that include a deferred gift component, at least 50 percent of the gift must be fulfilled within five years using cash or other transferrable assets to officially reserve the naming opportunity, with the remaining 50 percent satisfied through irrevocable deferred gift instruments.

The use of deferred gifts to satisfy a naming opportunity is subject to the approval of the President and VPUR, and the BOT as warranted by the specific naming opportunity. The use of deferred gifts will be considered based on the type of deferred gift, structure of deferred gift, and age and life expectancy of donors(s).

Timeframe for Pledge gifts for Naming Purposes

The generally accepted period for completion of a gift for naming purposes is five years. However, depending on the amount of the gift and the structure of the gift (combination of current cash and deferred gift), MVNU administration can accept longer gift periods.

Named Gift Approval Process

Naming opportunities requiring BOT approval will be submitted for approval during regularly scheduled meetings of the full BOT or, in special cases, to the Executive Committee of the BOT as warranted by the gifting schedule. Naming opportunities not requiring BOT approval will be submitted to the President and VPUR as needed.

Buildings, Indoor, and Outdoor Spaces

The name will generally remain on the building or indoor/outdoor area or space for the life of the building, area, or space. If at some future time the building or outdoor area or space is replaced (which may include a major reconstruction that substantially changes the function or appearance of a building's interior and/or exterior), the use of the existing or a new name for the replacement facility will be subject to the approval of the BOT.

In cases where a corporation or organization name is used, the number of years during which the building or indoor/outdoor area or space will be named may be limited, normally to a period not to exceed 25 years. The proposed number of years for naming the project will be identified when it is presented to the BOT for approval. The gift agreement will specify the number of years during which the building or indoor/outdoor area or space will be named and it will include the clause that any name changes during that period will be at MVNU's sole discretion, subject to approval by the BOT.

The name will appear on the building, appropriate signage as determined by MVNU, and MVNU maps and other documents in MVNU approved lettering. No corporate logos will be permitted.

Required Gift Parameters

Buildings, Indoor, and Outdoor Spaces

- Building At least 25 – 50 percent

• Lecture Hall	\$250,000 – \$1,000,000
• Laboratory	\$250,000 – \$1,000,000
• Lobby and Reception Area	\$100,000 – \$500,000
• Garden	\$25,000 – \$100,000
• Walkway	\$50,000 – \$250,000
• Pavilion	\$50,000 – \$250,000
• Complex Entrance	\$50,000 – \$250,000
• Classroom	\$50,000 – \$250,000
• Conference Room	\$50,000 – \$250,000
• Office	\$10,000 – \$50,000
• Study Room	\$10,000 – \$50,000
• Residence Hall Room	\$10,000 – \$25,000
• Outdoor Memorial (e.g. tree, bench, table, plaque, etc.)	\$2,500 – \$5,000

Academic Programs and Administrative Departments

• College or School	starts at \$5,000,000
• Academic Department	starts at \$2,000,000
• Administrative Department	starts at \$1,000,000

Faculty and Administrative Positions (Permanent/Annually)

• Dean	\$3,000,000
• Program Director/Department Chair	\$2,500,000
• Professor	\$2,000,000
• Visiting Professor	\$1,000,000 / \$40,000
• Visiting Scholar/Lecturer/Artist in Residence	\$500,000 / \$20,000
• Fellowship	\$250,000 / \$10,000

Student and Faculty Support (Permanent)

• Faculty Research	\$30,000
• Faculty Development	\$30,000
• Student Scholarship	\$15,000

Senior Class Gifts

In cases where a graduating class wishes to raise funds in support of a naming opportunity, the above naming parameters still apply. In lieu of a naming opportunity, senior classes may make gifts in support of a project, with appropriate public recognition offered to the class through a plaque of appropriate dimensions.

Campaigns

During a campaign, comprehensive or capital, a list of specific naming opportunities will be developed relating to that campaign and its priorities, but in line with parameters outlined within this naming policy.

Suspension and Removal of Naming

Under warranting circumstances, the BOT will have the authority to suspend or remove all components of

a naming recognition program, incumbent upon a majority vote of members.