

DONOR RECOGNITION AND NAMING RIGHTS GUIDELINES FOR FACILITIES AND NAMED SPACES

OVERVIEW

An important aspect of philanthropy is the appropriate recognition of donors for generous gifts made to Northwestern University. This document outlines the general procedures governing the naming of a Facility or Interior Space on any of Northwestern University's campuses in recognition of such donor generosity. Further, this document provides guidelines that will allow Northwestern to acknowledge extraordinary donor giving and maximize giving opportunities, while ensuring consistency and uniformity in naming recognition levels, donor recognition opportunities, and recognition signage across the University.

Northwestern University will enter into a commitment to name a physical space only after carefully considering the potential impact the naming will have on the University and the campus community.

DEFINITIONS

- **Donor** shall mean the individual, family, or organization^[1] who contributes the minimum naming gift amount for the Space;
- **Space** shall mean a new building, an existing building, a significantly renovated building, a significant addition to an existing building, a new area within a new building, a significantly renovated area within an existing building, or a new or significantly renovated outdoor area such as a garden, courtyard, fountains, patio, or athletic field. "Building" and/or "Facility" are terms used to describe specific types of spaces (typically, spaces that encompass all or part of an entire physical structure). A Space may also be the physical area within which a program, center, or institute (or other non-physical administrative parts of Northwestern University) operates.
- **Named Space(s)** shall mean a space for which naming recognition is provided. A non-exclusive list of commonly Named Spaces include: classrooms, laboratories, professional or academic units or suites, floors, performance halls, centers, or space for clinical medical practices.
- **Donor Wall** shall refer to a recognition area or display within a Facility or Building that is used to recognize multiple Donors who have made specific contributions.
- **Monitor** shall mean an electronic display within a Facility or Building that is used to recognize multiple Donors.
- **Useful Life of the Space:** Estimated lifespan (or what is referred to by the IRS as "the normal operating life") of a Space in terms of the utility and purpose for which it was established or acquired.
- **Vice President** shall mean the Vice President of Alumni Relations and Development.

^[1] e.g., family foundation, donor-advised fund, etc.

DONOR RELATIONS AND FACILITIES

Central Donor Relations should be consulted on all donor communication related to physical naming recognition prior to sharing with donors. All proposed recognition materials and renderings must be reviewed and approved by the Vice President and the NU Senior Vice President for Business and Finance prior to sending to the donors. Additionally, no renderings of donor signage should be shared in any public forum without review by NU Facilities and approval from the donors.

For larger projects that are part of new facility construction, Donor Relations will work with NU Facilities to select a signage vendor to design and produce the donor recognition.

For smaller projects such as installing one plaque in an existing space, Donor Relations can facilitate the process of working with the vendor, reviewing text, and determining the size and material. Typically, for these projects, the goal is to match existing signage in the facility, so there is little flexibility in design.

SIGNAGE SCALE STANDARDS

The size and type of the selected signage must be appropriate for the space and the naming level of the gift. In order to maintain consistent recognition signage across campus, refer to the standards below related to signage scale:

- Building – Signage would include 6” to 12” exterior signage at each entrance and an interior plaque with donor story. At this level only, the donor story plaque can include a picture of the donor(s).
- Named Spaces (Large) – Pin lettering (3 to 4”, scaled appropriately to the particular space) would be used for these exceptional gifts. Named spaces in this category are typically more public areas like recital halls, auditoriums, lecture halls, wings, etc.

Additionally, if the named space is a public area such as a concert hall, there will be a need for directional signage. At this level, the name of the donor would be included in the directional signage using an abbreviated version of the named space that includes the last name of the donor and the name of the space (i.e. Galvin Recital Hall).

- Named Spaces (Medium) – Smaller pin lettering (2 to 3”, scaled appropriately to the particular space) or large plaques are to be used for gifts in this category and the selection would depend on the architecture of the facility and available wall space for signage. Named spaces at this level typically include laboratories, classrooms, or wings. Plaques would include the names of the donors and brief dedication text.
- Named Spaces Small) – Intermediate sized plaques would be produced for spaces such as laboratory, faculty lounge, or large classroom. Text would be much briefer than large plaque and would include names and class years.
- Monitors – Digital monitors can be used to recognize donors that don’t qualify for individual signage. This can also be an excellent solution to retain historical recognition when a facility is renovated and original donor signage will not be reused.

Global Marketing is working to establish University-wide recommendations for standardized signage. This will include standards for signage for Named Spaces and may impact size recommendations when finalized. In the interim, Global Marketing will be consulted in partnership with Facilities on all new construction and major renovation projects.

STANDARDS: SIGNAGE TYPE AND TEXT

Northwestern strives to preserve the aesthetics of the architecture while meeting the needs of the donor. The Donor Relations team, in partnership with NU Facilities, will select the materials to be used for the donor recognition signage to compliment the architecture. Every effort will be made to match and/or blend with existing signs or metal type currently used in the facility.

Dedication text

An example of dedication text might be: In recognition of the generous support and devotion to Northwestern University. For gifts made in memory of or in honor of someone, the plaque language may include text such as “In loving memory of” or “In honor of”.

Pictures and graphics

Pictures and graphics are not included in donor signage. The logo of a corporate sponsor does not appear on the plaque, just the name of the corporation is listed.

Class designations

- Donor walls should include the full name of donor using current alumni designations found in the ARD Editorial Style Guide.
- Pin lettering for named spaces should not include class designations.
- If donors receive individual room signage in addition to a donor wall listing, it is not necessary to include class designations on the room signage.
- In other cases, class designations should be included.

INTERNAL AND DONOR APPROVALS

No renderings of donor signage should be shared with donors until they have been routed through the internal review process. Prospect Manager or School/Unit Director of Development and Donor Relations will partner on naming recognition approvals as outlined below:

- Donor Relations will initiate the process and provide the proposed naming convention for donors including appropriate class designations to the signage vendor.
- Donor Relations will work with Facilities and the signage vendor to secure renderings for donors' named spaces to be used by the officer seeking final approval. These may include: floor plan of named space, close up of named space with scale as well as any other recognition included in this space (i.e. donor wall or monitors).
- All recognition materials **must be** reviewed and approved by the ARD VP and then the University Senior Vice President for Business and Finance prior to sending to donors. Donor Relations will circulate these for internal approvals.
 - In the case of an extensive renovation of a building or space, any donor recognition within the building or space that will not be changing during the renovation must be included in the materials sent for approval to the ARD VP and University SVP.
- Prospect Manager or School/Unit Director of Development will solicit written approval of the preferred naming conventions from donors. In special circumstances, verbal approval is

acceptable but must be communicated to Donor Relations in writing. Every effort should be made by the officer to communicate the verbal confirmation back to the donor in writing. Alternatively, Donor Relations can send the emails to the donors with a cc to the prospect manager, if that is preferred.

- Donor adjustments to the proposed naming recognition will be reviewed and approved on a case-by-case basis.
- For University Trustees and donors assigned to the VP, Donor Relations will seek the written approvals.

BUDGET

Signage costs for larger projects such as new facility construction will be built into the cost of construction. Facilities will oversee the Request for Proposal (RFP) process and execute the contracts for signage vendors in these instances.

OUTDOOR OBJECTS AND AREAS

Donors occasionally ask to name or to install a plaque on an outdoor feature of the University campus, such as a bench or tree, to memorialize a loved one. The University does not accommodate these requests, as we simply cannot guarantee that these items will remain on Northwestern's campus in perpetuity. Changes to the campus landscape can mean removing trees and relocating benches. The cost of maintaining these items over time often offsets the original gift, and the University becomes responsible for the upkeep.

For existing memorial trees and benches on campus, recognition will remain for the life of the tree and/or duration of the bench's use on campus. These items will not be replaced.