

Office: Development and Planned Giving
Policy Name: Name Gift Opportunities

In the process of building or remodeling physical facility space, or purchasing new elements within current space, or at the time of historic celebrations, consideration may be given to honoring or memorializing individuals or groups for their contributions to the organization. While this is fitting and at times appropriate, great thought must be given to the manner in which this takes place, the symbolism it represents and the impact on the overall organization and community at large.

Consideration may want to be given to naming in honor or saints, mysteries of faith and holy servants of God.

Policy Statement

No diocesan or parish facility or grounds, or any part thereof, shall be named for any individual or entity or otherwise given a designation, without the advance written consent and approval of the Bishop.

Individuals appointed with the responsibility for cultivating and soliciting gifts from donors in which a "name" gift could be considered should operate within the principles as stated below and confer with the Office of the Bishop or other appropriate persons as such conversations progress.

Proposals to dedicate, name or designate any diocesan facility or grounds shall be submitted to the Bishop, in writing, and with supporting explanation or justification, prior to any commitment with a proposed honoree or donor

Issues for consideration

1. The naming opportunity should have something unique about it, something that would surely cause the heads of others to nod in agreement.

The ideal would be that the person for whom the facility or grounds are being named would be deceased for at least one year, with preference given for up to ten years. This will give time to test whether that person's virtue and memory is enduring.

Additionally, this practice avoids the potential that the actions of still living persons could conflict with the values of the organization. It might be prudent for a letter of understanding between the donor and the organization describing the values of the organization, the purpose of this "naming gift," and the general circumstances that could result in the revocation of the naming rights.

Careful consideration should be given before naming rooms or buildings after bishops, priests or other religious until one year after their death.

2. Donor names proposed for building or portions of a building should be reviewed on a case-by-case basis; the "name" gift will normally cover between 35 and 70 percent of the total project cost. The ideal gift would cover at least 50 percent of the total project cost.

A review of all possible naming opportunities should take place as a part of the planning process conducted prior to cultivating and approaching donors and should not be presented without careful thought and consideration.

3. The "name" gift may come from a group of individuals who have a common desire and support of the name being suggested. As an example, alumni from the local Catholic grade school all contribute to building a new school library and name it after a religious order of sisters who served the school in the past.

When this is the case, it is vital that as gifts are solicited for this purpose, donors be made aware that their gift will be used for the purpose of funding the naming opportunity.

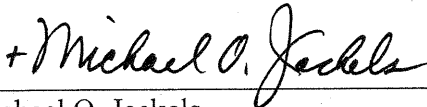
4. Naming opportunities for fountains, ornamental buildings, landscaping, and similar features would typically require a gift to cover the full cost of the project and a maintenance fund.
5. When evaluating the naming of a building or room, it is important to consider any current emotions surrounding the name as to whether any of the following apply:
 - a. Will the passage of time lessen those emotions?
 - b. How long should the name remain during the life or after the death of the individual?
 - c. Did this person serve in a capacity that will allow the larger community to easily make a connection to the facility that will bear this person's name?
 - d. What will be the response of the larger community to the use of this person's name for the building or room?
 - e. Is there an opportunity to make a faith statement relative to the mission of the organization?

Recommended by:



Mike Wescott
Director of Development and
Planned Giving

Approved by:



Michael O. Jackels
Bishop of Wichita



Date

Approved by the Presbyteral Council – March 9, 2006