



Donor Recognition Guidelines for Facilities and Named Spaces

Overview

Part of the West Liberty University (WLU) and WLU Foundation philanthropic efforts is the appropriate recognition of our most generous donors for their support. This document outlines the general procedures governing the naming of a facility, interior, or external space on the WLU campus in recognition of donor generosity. This document will also provide guidelines that will enable WLU to acknowledge generous donor giving while ensuring consistency and uniformity in naming recognition levels, donor recognition opportunities, and recognition signage across campus.

The WLU Foundation will work in conjunction with WLU to offer recognition opportunities to deserving donors when the following guidelines are implemented. Additional consideration for approval of recognition proposals will be presented to the Donor Recognition Committee (DRC). The DRC committee will include the following members: Executive Director of the WLU Foundation, Vice President of Student Services, Chief Operating Officer, and Executive Director of Alumni Relations.

Levels of Recognition Opportunities

Named Building or Facility:

Minimum gift amount will be based on specific project, fundraising need, and percentage of fundraising goal achieved by gift. Gifts support specific construction project, capital improvement project, University defined priority, or the WLUF endowment.

A named building or facility usually includes a prominent plaque display either interior or exterior, name on building signage, and all print references including website, listings, marketing materials, and press releases.

Named Interior Space:

Minimum gift of \$50,000 for existing interior space. Minimum gift of \$100,000 on new construction. Please note gift amounts may vary per campaign. Gifts support specific construction project, capital improvement project, University defined priority, or the WLUF endowment.

A named interior space includes classrooms, locker rooms, laboratories, offices, and common spaces. A plaque or signage depending on the gift agreement or donor's wishes will be installed in a prominent location naming the space.



Exterior Plaque or Sign:

Minimum gift of \$10,000 includes the cost of display for standard size. Gifts support the Campus Maintenance and Beautification Fund.

An exterior plaque or sign can be displayed in approved locations. These types of recognition displays can be created in memory or in honor of an alumnus/a, alumni group, sorority, fraternity, staff member, faculty member, or student. Every effort will be made to match text and type to existing plaque displays. Standard plaque size for minimum gift amount of \$10,000 is approximately 12" x 15". Larger plaque sizes will be accommodated for a minimum gift of \$25,000.

Named Interior Display:

Minimum gift of \$5,000 includes the cost of display for standard size. Gifts support the Campus Maintenance and Beautification Fund.

An interior plaque or sign can be displayed in approved locations in common areas, hallways, or within facilities. These types of recognition displays can be created in memory or in honor of an alumnus/a, alumni group, sorority, fraternity, staff member, faculty member, or student. Every effort will be made to match text and type to existing plaque displays. Standard plaque size for minimum gift amount of \$5,000 is approximately 12" x 15". Larger plaque sizes can be accommodated but will require additional funding for increased costs.

Approvals

- Intended recognition plan should follow the above guidelines and be approved by the DRC.
- The DRC will be responsible for ensuring that the text and materials are consistent with building or facility standards or with existing exterior displays.
- Donor adjustments to the proposed naming recognition will be reviewed and approved on a case-by-case basis.
- The naming of a building is also subject to WLU Policy 5, which requires Board of Governor's approval through a recommendation by the President.

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 it cannot be guaranteed that these items will remain on 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. If a donor has an interest in an external display, the donor can refer to the "Exterior Plaque or Sign" section of this document.