

Naming Opportunities and Gift Recognition

Purpose

These policies and procedures set forth guidelines for gift naming opportunities, the recognition of major gifts at St. Norbert College, and define the procedures for acceptance of gifts to this end.

Recognition Gift Amount

With the few exceptions contained in this policy, the minimum gift requirement for a naming opportunity at St. Norbert College is \$25,000. Gifts of cash, stock, in-kind, or other deferred gifts may be made in accordance with St. Norbert College's gift acceptance policy. The Vice President for College Advancement and/or the Administrative Advisory Committee (AAC) address exceptions to minimum gifting requirements.

Policy

Significant gifts to St. Norbert College provide opportunities for donors to designate the name of a program, facility, professorship, academic unit, scholarship, or other item in honor/memory of the donor or with the endorsement of St. Norbert College another individual or entity of the donor's choosing. The acceptability of these gifts is based on the following: the usefulness and inspirational value to the student body; the physical or aesthetic enhancement of the campus; the contribution to the heritage and reputation of St. Norbert College; or the accomplishments of its students, alumni, and friends. Gifts in support of naming opportunities with related interest to the College's mission are deductible in accordance with IRS guidelines. Costs associated with materials and other operational expenses to create donor recognition systems or plaques are paid from either a portion of the gift or with internal budgeted resources.

Gift Agreements

Each named capital or endowment gift should be accompanied by a gift agreement that has been approved and signed by the donor or designated donor representative(s) and the appropriate St. Norbert College representative(s) authorized to endorse such agreements. Each gift agreement specifies the pledge period to reach the funding level, the purpose of the gift, and any restrictions within St. Norbert College guidelines as to distributions from the fund.

Timeframe for Pledge Gifts

Endowed gifts have five years to reach the minimum funding level established in the gift agreement. For endowment pledges that do not reach the minimum level within the five-year period, the donor or representative of the gift will be consulted to determine the most useful course of action, which may include a pledge extension or the transfer of the fund to the General Endowment Fund.

Naming will take place once the pledge is fulfilled. In the event the pledge by a donor is not fulfilled, the naming opportunity at St. Norbert College is forfeited.

Named Gift Approval Process

The St. Norbert College Board of Trustees has final approval for all naming opportunities at the College. However, to expedite the approval process, the Board authorizes the Vice President for College Advancement to coordinate on their behalf gift agreements and naming designations and to inform members of the College community affected by the gift.

The Board of Trustees authorizes the President or the Vice President for College Advancement to make decisions regarding naming opportunities not covered by this policy for gifts under \$100,000.

For gifts above \$100,000 that are not covered by this policy the President will make recommendations to the Board of Trustees with regard to any decision to name a program, scholarship, physical structure or facility at St. Norbert College.

Naming Rights for Capital Projects

Naming rights for new facilities require at least fifty-one percent (51%) of the total construction costs are committed and secured by the donor. Upon the recommendation of the President, the Board of Trustees may make an exception to this policy.

Naming rights for a building requiring major renovations shall be subject to the same policy of fifty-one percent (51%) that applies to new construction. Existing buildings named to recognize an earlier donor; named for religious, cultural, or historical purposes; or to recognize the special contributions of a person important to the history and development of St. Norbert College or the Norbertine Order shall not be subject to renaming or name hyphenation.

Internal units in existing buildings that are named to recognize a donor; for religious, cultural, or historical purposes; or to recognize the special contributions of a particular person important in the history and development of St. Norbert College or the Norbertine Order shall be eligible for naming to recognize a benefactor.

Existing buildings that are currently named but that do not recognize a particular benefactor and which do not meet any of the proscriptive criteria enumerated in similar policy shall be subject to renaming by action of the Board of Trustees of St. Norbert College. Buildings in this category shall be subject to the same fifty-one percent (51%) policy that applies to new construction. The Board of Trustees may make exceptions to this policy upon the recommendation of the President and the Vice President for College Advancement.

Naming Rights for Endowment Projects

Endowed Faculty Positions: Each endowed faculty position is accompanied by an endowment agreement that is endorsed by the donor and members of the AAC. The agreement should include the vision of the donor, a general description of the objective, the administration of the endowment and financial accountability. In the event the donor is endowing a new academic program or chair, an approval process lead by the Academic Dean must occur proceeding the acceptance of the gift.

Earnings from endowed faculty positions may fully or partially fund the occupant's salary and may also be used to provide related program funding, professional development, continuing education, release time for research and writing, and other needs.

The required corpus for an endowed faculty position is discussed with the donor at the onset of gift negotiation and may be adjusted based upon the objectives of the College and the donor.

Norbertine Mission and Heritage Endowment: The Mission and Heritage Endowment exists to sustain and strengthen the College's Norbertine Mission and Heritage and brings a renewed emphasis on the Catholic identity and Norbertine character of the College through several initiatives. These include endowing a position that will coordinate all Norbertine Legacy activities; strengthening library holdings to include Catholic Studies, Norbertine historical documents, and publications from other Norbertine Abbeys worldwide.

Endowed Student Scholarships: Scholarships may be awarded based on academic merit, diversity and/or financial need. While specific criteria for eligibility for scholarships may be established, flexibility contained in the gift agreement will allow the college to be most successful in recruiting students with the greatest potential. Donors are encouraged to place scholarship gifts in one of several existing endowed scholarship programs, or create new permanent scholars with associated minimum gift requirements outlined above.

St. Norbert College's chief financial aid officer, in consultation with other appropriate officials will conduct the selection process. Donors may request that a particular College member be involved in the selection process, however the donor may not participate that process.

Endowed Program Funds: Endowed program funds will be referred to by the name established by the donor, in support of academic programs, co-curricular or extra-curricular programs, classroom or technology enhancements, research, faculty development, or faculty and staff awards. All named endowed program funds must have approval of the Academic Dean prior to acceptance of the gift. The amount required to name a specific endowed program will be determined by the AAC based on the scope and actual cost of the program.

Naming Rights for Campus Memorials

Deceased alumni, friends, or students may be memorialized on campus in various ways. The college prefers that memorial gifts be given to one of its existing permanent endowments. In some cases a new endowment can be created based upon the restrictions sighted above. Examples of endowment opportunities to memorialize a relative or friend include:

- The General Endowment of the College
- The Norbertine Mission and Heritage Endowment
- An existing named scholarship fund
- An existing named programmatic/academic endowment

There is no minimum contribution required for memorial gifts designated for an existing endowment at the College. Donors should consult with a College Advancement Officer when considering gifts to existing endowments so that the focus of the contribution is consistent with the objective of the memorial.

On occasion, the College will agree to a tangible memorial such as a bench, garden, or tree. A minimum gift is required whenever the donor seeks a tangible memorial. The gift underwrites the cost of the memorial plus the maintenance of the memorial. Examples of tangible memorials include:

- A memorial bench \$5,000
- A flower garden \$10,000
- A tree \$1,000
- A capital improvement (Pricing based upon square foot cost)

The cost of recognition plaques is funded with proceeds from the memorial contribution(s). The College prefers not to affix plaques to trees due to maintenance issues. All memorial gifts are listed in the Presidents Annual Report.

Naming Rights for Class Gifts

Graduating classes of St. Norbert College are encouraged to make gifts to the college. Under normal conditions the funds raised by each class will be designated for a specific endowment fund to include the creation of new endowments. New endowments are subject to the standards contained in this policy. Class recognition is negotiated at the time of the contribution.

Special Naming and Memorial Opportunities

From time to time, it may be appropriate to create a naming opportunity at St. Norbert College for an individual or organization that has not reached the minimum gift requirements outlined in this policy. In these instances the President or Vice President for College Advancement may make recommendations to the Board of Trustees to name facilities, awards, structures or areas in honor or memory of individuals who have distinguished themselves in their service to the College.

Naming Opportunities for Non Cash Gifts

The Vice President for College Advancement will administer the acceptance of:

- Non-cash gifts
- Other non-cash gift
- Art or Artifact

The Vice President for College Advancement must approve and determine if such gifts have a related interest to the academic mission of the College prior to the transfer of ownership. In cases where the gift is designated for a specific department, the Vice President for College Advancement will coordinate the gift acceptance process with the Academic Dean.

Not all proposed gifts are guaranteed acceptance or display space.

In keeping with the minimum gift requirements established in this policy the Vice President for College Advancement may recommend a naming opportunity be established for the donor. Naming opportunities for the acceptance of gifts of art or artifacts are not governed by the \$25,000 minimum policy.