



# TEXAS STATE UNIVERSITY

## The Naming Opportunities Toolkit

The Office of Donor Engagement University Advancement

# TABLE OF CONTENTS

<b>Introduction</b> .....	<b>3</b>
<b>Chapter 1: The Donor-Funded Naming Process Reference Guide</b> .....	<b>4</b>
The Eight Phases of Donor-Funded Naming Opportunities .....	4
Process Reference .....	4
Phase 1: Strategic Planning and/or Master Inventory List .....	4
Phase 2: Donor Recognition Opportunity Proposal & Presidential Naming Approval Memo.....	5
Phase 3: The Donor Ask .....	6
Phase 4: Gift Agreement/MOU Approval .....	6
Phase 5: Board of Regents Approval, if needed .....	7
Phase 6: Signage Approval .....	7
Phase 7: Records Management .....	8
Phase 8: Stewardship .....	8
<b>Chapter 2: Gift Types and Minimum Gift Levels</b> .....	<b>9</b>
Acceptable Gifts for Naming Opportunities.....	9
Gift Levels .....	9
Master Inventory List.....	9
Minimum Gift Levels.....	11
<b>Chapter 3: The Essentials of Namings</b> .....	<b>12</b>
The Purpose of Donor-Funded Naming Opportunities .....	12
Why Donors Choose to Pursue Naming Opportunities .....	12
Definition of Donor-Funded Naming Opportunity .....	12
Declining a Naming Opportunity .....	12
Honorific Naming .....	13
Campus Memorials .....	13
Duration of Naming .....	13
Corporate .....	13
Renaming .....	13

Donor-Initiated Name Change .....	14
Removing a Naming Opportunity.....	14
How to Write the “Donor History and Rationale” on the Donor Recognition Opportunity Proposal ..	14
Purpose of the Donor History and Rationale.....	14
<b>Chapter 4: Naming Standards .....</b>	<b>15</b>
Identification Naming Standards .....	15
Common Issues with Identification Names .....	15
Donor Recognition Naming Standards.....	16
Donor Recognition Naming Standards.....	16
<b>Chapter 5: Board of Regents Approval .....</b>	<b>16</b>
Meeting Dates .....	16
Public Art .....	17
TSUS Committee of Public Art Nomination.....	17
Statues and Monuments.....	17
Prominent Namings .....	17
Prominent Facilities.....	17
Prominent Programs .....	17
Board of Regents Naming Motion .....	18
Board of Regents Naming Motion Guidelines.....	18
<b>Chapter 6: Signage Standards .....</b>	<b>19</b>
Selecting Signage .....	19
Signage Best Practices .....	19
Signage Types .....	19
Door Plaques.....	19
Interior and Exterior Signage.....	20
<b>Chapter 7: Donor Walls .....</b>	<b>22</b>
Donor Wall Recommendations .....	22
Texas State University Donor Walls .....	22
<b>Appendix A: Reference .....</b>	<b>24</b>

# INTRODUCTION

Texas State University will recognize donors and friends of the university through the naming of certain structures, facilities, or programs, as deemed appropriate.

Campus facilities and outdoor areas on both the San Marcos and Round Rock campuses, including athletics, may bear the names of deserving individuals, organizations, and businesses/corporations that have made outstanding or meritorious contributions to Texas State University or The Texas State University System (TSUS), or that have attained the highest distinction in their respective fields of endeavor. Texas State must follow the TSUS Rules and Regulations, Chapter III, Section 9. and the Criteria for Namings UPPS No. 08.03.01.

The Office of Donor Engagement manages the donor-funded naming opportunity process, which includes the following responsibilities:

- Identification of Donor-Funded Naming Opportunities
- Calculation of Minimum Gift Values for Donor-Funded Naming Opportunities
- Board of Regents Approval Process
- Records Management

This Naming Opportunities Toolkit was created as a resource to guide development and campus staff through the naming process, as well as to provide details of Texas State's procedures.

## **The Naming Opportunities Toolkit:**

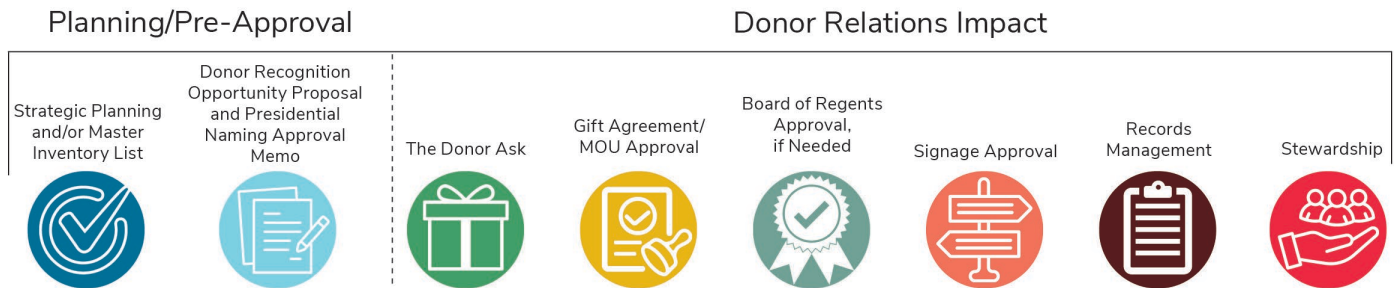
- Sets naming best practices and standards to ensure consistency across the university.
- Explains in-depth naming procedures and rules.
- Provides the tools and process details development officers and appropriate partners need to be successful.

The document is kept up-to-date and can be found on the Donor Engagement shared drive, along with related forms and other resources. It can be found using this file path S:\UA\UA-Shares\Donor Engagement\Donor Relations\Donor Recognition\The Naming Opportunities Toolkit

For inquiries or questions about the donor-funded naming process or for assistance, please contact the Office of Donor Engagement at [donorrelations@txstate.edu](mailto:donorrelations@txstate.edu)

# CHAPTER 1: The Donor-Funded Naming Process Reference Guide

## The Eight Phases of Donor-Funded Naming Opportunities



### Process Reference

The following are the primary points of action in the naming process. The Donor-Funded Naming Process Reference Guide is meant to provide university faculty and staff with a checklist of the process to ensure compliance on all steps being executed.



### Phase 1: Strategic Planning and/or Master Inventory List

#### Step 1:

Gift Officer identifies potential donor for recognition from the [master naming inventory list](#) or college/unit requests.

Note: For new capital projects and major renovations, the Development Associate will work with the AVP for Donor Engagement and the AVP for Development to create a naming worksheet for new projects. Once approved by the Vice President for University Advancement (VPUA) and President, it will be added to the Master Inventory List.

#### Step 2:

Gift Officer discusses the donor recognition opportunity with college/unit leadership and AVP Development.



## Phase 2: Donor Recognition Opportunity Proposal and Presidential Naming Approval Memo

### Step 1:

Gift Officer submits the Donor Recognition Opportunity Proposal (DROP) to the Development Associate and provides all relevant and requested data.

### Step 2:

Using information from the DROP, the Development Associate prepares the Presidential Naming Approval Memo which includes: memo letter, floor plan of recognition area (with square footage), and photo of recognition area. The Executive Vice President for Operations, Chief Financial Officer should be copied on the memo letter along with any other member of university leadership who have a connection to the naming.

### Step 3:

Development Associate submits the Presidential Naming Approval Memo to AVP Development and AVP Donor Engagement for review. Once AVPs review and approve proposal, it is submitted to the Vice President for University Advancement.

Note: If changes are requested by the AVPs or the Vice President, the AVP Donor Engagement will communicate the requested changes to the Development Associate who will make the edits and resubmit for approval.

### Step 4:

The Vice President for University Advancement submits the Presidential Naming Approval Memo to the President for review and approval.

**If changes are requested:** AVP Donor Engagement will communicate the requested changes to the Development Associate who will make the edits and resubmit for approvals.

**If donor recognition opportunity is not approved:** AVP Donor Engagement will inform the Gift Officer and Development Associate of the President's decision. The memo will be saved electronically with the nay reason for future reference.

**If donor recognition opportunity is approved:** AVP Donor Engagement will inform the Gift Officer and Development Associate of the President's approval. The memo will be saved electronically and the Gift Officer may now approach the donor.



## Phase 3: The Donor Ask

### Step 1:

Gift Officer approaches the donor and makes the naming ask.

**If donor approves:** Gift Officer will prepare the gift agreement/MOU with recognition opportunity and submit it to Admin II, Gift Compliance and inform Development Associate.

**If donor declines:** Gift Officer will inform Development Associate and the memo will be saved electronically with the nay reason for future reference.



## Phase 4: Gift Agreement/MOU Approval

### Step 1:

Admin II, Gift Compliance will submit the gift agreement/MOU electronically for approval to the Director for Gift Compliance, AVP Development, and the VPUA for approval. If edits are requested Admin II will work with the Gift Officer accordingly.

### Step 2:

Once all approvals are attained, Admin II communicates the approval to Development Officer.

### Step 3:

Gift Officer will either collect the donor signature or ask Admin II to route electronically for the signature.

### Step 4:

Admin II will route the gift agreement/MOU electronically for university leadership signatures.

### Step 5:

Once all signatures are collected Admin II will submit the completed document to Advancement Services, Gift Compliance, Gift Officer, Development Associate, and Development Communications.

**Step 6:**

Advancement Services will add the completely signed gift agreement/MOU and will enter the gift into RE. The Development Associate will load the memo packet into RE for tracking and add the naming opportunity attribute onto the gift.

**Phase 5: Board of Regents Approval, if Needed**

Note: All namings requiring BOR approval will be considered an *interim naming* until the BOR approves the naming and the gift is paid in full.

**Step 1:**

Development Associate drafts Board of Regents naming motion and goes through the same approval process as the Naming Memo.

**Step 2:**

Development Associate will provide the BOR naming motion to the Executive Assistant to be included in the next BOR packet.

**Step 3:**

AVP Donor Engagement will let Development Associate and Gift Officer know of the BOR's decision.

**Phase 6: Signage Approval****Step 1:**

Development Associate alerts college/unit that the gift is paid in full, and they may move forward with ordering the recognition plaque or necessary signage in partnership with Facilities. Development Associate provides a copy of the final approval documents and the Request for Renovation or New Space form that is needed to order signage.

**Step 2:**

The college/unit completes the Request for Renovation or New Space form and submits it to Facilities at [fssplanning@txstate.edu](mailto:fssplanning@txstate.edu), and works with a Facilities project manager to order, pay, and coordinate the installation of the naming signage. This process takes approximately one month to complete.



**Step 3:**

Development Associate uploads photos into the database for record management.



## Phase 7: Records Management

**Step 1:**

Development Associate will update gift Naming Opportunity attribute as status changes.

**Step 2:**

Development Associate will use gift Recognition Tracking attribute to monitor gift if not paid in full for Recognition Plaque procedure.



## Phase 8: Stewardship

**Step 1:**

AVP Donor Engagement will contact Development Communications Teams for publication opportunities.

**Step 2:**

Communication Team highlights Donor Naming Recognition via appropriate publications and social media.

\*No public announcement should be made, nor signage created or installed, until the BOR approves the naming commitment and the donor has completed the Donor Recognition Confirmation Form.

## Contacts for Namings

Topic	Department	E-mail
Naming and Policy Questions;	Donor Engagement	<a href="mailto:donorrelations@txstate.edu">donorrelations@txstate.edu</a>
Floorplan Requests	Facilities	<a href="mailto:Jb94@txstate.edu">Jb94@txstate.edu</a>
Signage Requests and	Facilities	<a href="mailto:fssplanning@txstate.edu">fssplanning@txstate.edu</a>

## CHAPTER 2: Gift Types and Gift Levels

### Acceptable Gifts for Naming Opportunities

1. These gift types **can** be accepted to name either a facility or program:
  - a. Outright gift
  - b. Pledge
  
2. These gift types **may not** be used to secure naming rights:
  - a. Unrestricted funds where the original purpose was not designated by the donor for a naming opportunity.
  - b. Internal funds (neither used, transferred, nor applied to a pledge).

### Gift Levels

The value of gifts associated with a naming opportunity will be determined by the VPUA and the President, taking into account:

- Actual costs associated with the construction or renovation and ongoing maintenance of the facility to be named.
- The prominence, visibility, and annual operating revenue required to sustain the program to be named.
- Consistency with other similar naming opportunities at the university or peer institution
- The total giving of the donor to the university, as well as consideration of any matching gifts that may be made for the facility.

The visibility, usage, and square footage of the spaces to be named, is calculated using the rate of \$225 per square foot. The \$225 amount was established in 2017 based on a benchmark assessment of peer institutions.

### Master Inventory List

The Office of Donor Engagement maintains a [Master Inventory Naming List](#) with available naming opportunities.

## Example of a Naming Opportunity Worksheet found in the Master Inventory Naming List

Example Building Naming Opportunities								
Space Description	Floor	Sq Ft	\$/Sq Ft	Visibility & Use	Calculated Amount	Gift Level	Qty.	Total
Building	50% of construction costs					\$6,000,000	1	\$6,000,000
Main Hallway	1	1,200	\$225	3	\$810,000	\$800,000	1	\$800,000
Medium Office	1	120	\$225	1	\$27,000	\$30,000	4	\$120,000
Small Office	1	100	\$225	1	\$22,500	\$25,000	1	\$25,000
Large Lab	1	2,000	\$225	2	\$1,800,000	\$1,800,000	1	\$1,800,000
Medium Lab	1	1,000	\$225	2	\$900,000	\$900,000	1	\$900,000
Small Lab	1	784	\$225	2	\$352,800	\$350,000	1	\$350,000
Classroom	1	520	\$225	1	\$117,000	\$125,000	1	\$450,000

## Minimum Gift Levels

For existing facilities and programs, the following minimum guidelines have been set. Exceptions will be considered on a case-by-case basis.

- College - \$10,000,000
- School or Department - \$5,000,000
- Center or Institute - \$2,500,000 - \$5,000,000
- Program - \$1,000,000
- Large Teaching Theatre - \$500,000
- Small Teaching Theatre - \$250,000
- Large Rooms/Classrooms - \$100,000
- Foyers - \$100,000
- Medium Rooms/Classrooms - \$50,000
- Small Rooms/Classrooms - \$25,000
- Small Reception Areas - \$25,000
- Prominent Outdoor Areas - \$250,000 - \$1,000,000 (depending on location and square footage)
- Grounds or Landscaping Namings - \$10,000
  - Gift amounts for naming grounds or landscaping such as green spaces, benches, fountains, athletic fields, gardens, or other similar items will be determined on a case-by-case basis by the VPUA, in consultation with Facilities, taking into consideration the visibility and accessibility of the location, scope of the project, initial costs, and ongoing maintenance. Gifts to name university grounds or landscaping must align with campus master plans.

# CHAPTER 3: The Essentials of Namings

## The Purpose of Donor-Funded Naming Opportunities

Donor-funded naming opportunities are intended for use as strategic marketing incentives that drive particular, pre-defined fundraising initiatives. Donor-funded naming opportunities are used to drive private support for many elements of the university's mission, which could support the following:

- Construction and renovation projects, known collectively as capital projects
- Building maintenance
- Scholarships
- Faculty and staff
- Programs
- Dean's initiatives

## Why Donors Choose to Pursue Naming Opportunities

There are numerous reasons why donors commit to gifts with naming recognition:

- To leave their legacy
- To honor a loved one, friend, or someone they admire
- Sentimental ties to the facility or program
- Passion for the fundraising initiative
- A sense of philanthropic duty
- A desire to build respect and a good reputation in the community

## Definition of Donor-Funded Naming Opportunity

A donor-funded naming opportunity recognizes a donor who makes a gift in support of a specific initiative by naming a facility or program for the donor or a person whom they choose to honor. The designation of funds received in association with a naming opportunity will be determined based on the donor's intent and the priorities of the university as determined by the President.

## Declining a Naming Opportunity

At all times, the university will consider the potential naming ramifications relating to a gift. If, after consideration of a potential philanthropic naming opportunity, it is determined that a naming opportunity is not in the best interest of the university, the university retains the right to decline the

naming opportunity and a gift associated with a naming opportunity.

## **Honorific Naming**

The individual or entity being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the university and should usually have a relationship to the facility or program being named. Naming facilities or erecting statues or monuments in honor of the university, or TSUS administrative officials, faculty, staff or elected appointed public officials shall normally occur only after employment or public service has concluded.

## **Campus Memorials**

Individuals may be memorialized in a designated area known as the Memorial Garden, on the grounds between Flowers Hall and Lampasas Building, next to the Bell Tower. This memorial is outside of donor-funded naming opportunities and is coordinated by Gift Compliance. Bronze plaques range in cost from \$400-\$750 depending on size and are ordered through a third-party vendor. For information or questions on the Memorial Garden email: [giftcompliance@txstate.edu](mailto:giftcompliance@txstate.edu)

## **Duration of Naming**

Historically, a naming for an individual donor or a foundation has been done in perpetuity, but going forward, UA recommends a fixed-term naming period for the usable life/duration of a physical structure or appropriate timeline for program, faculty, or scholarship funds. A naming associated with a corporate or organizational sponsor will be granted for a predetermined fixed-term, approved by the university President. The MOU or gift agreement should clearly specify the period of time for which the facility or program will be named for every naming opportunity.

## **Corporate Naming**

To avoid any appearance of commercial influence or conflict of interest, due diligence should be taken before recommending the naming of a facility or program that involves the name of a corporation, corporate foundation, or organization. Physical signage reflecting a corporate or organizational naming may not include the organization logo or other components of branding.

## **Renaming**

When the donor's naming period has concluded, the facility or program may be renamed in recognition of new gifts and the original name will be removed, subject to any specific terms and conditions set forth in the original naming gift agreement or MOU.

## **Donor-Initiated Name Change**

If a donor requests a change to the name of a facility, program, or other physical donor recognition (i.e., due to marriage/divorce or corporate merger), the university will consider the request. If recommended by the VPUA and approved by the President, all replacement signage and other related expenses shall be at the donor's expense.

## **Removing a Naming Opportunity**

The university affirms its commitment to donors to honor their philanthropic legacy and historical connection to the university. A naming in recognition of a gift shall be for the time period agreed to in the gift agreement. The university reserves the right to remove a benefactor naming if one of the following conditions occurs:

- A donor does not fulfill a pledge obligation as stated in the gift agreement.
- The continued use of the name would comprise the public trust and reflect adversely upon the university.

If the university terminates the naming rights for benefactor namings based on these conditions, the university has the right to retain the gifts previously made pursuant to the gift agreement. When a facility or organization ceases to exist, the university will make every effort to continue to commemorate memorial or benefactor recognition in an appropriate way; however, the university will not usually transfer a name to another facility or program.

If a naming removal is needed, contact the AVP for Donor Engagement. The AVP will review the situation and provide next steps. Depending on the situation, the removal may need BOR approval.

## **How to Write the “Donor History and Rationale” on the Donor Recognition Opportunity Proposal**

### **Purpose of the Donor History and Rationale**

The Donor Recognition Opportunity Proposal is essential to the naming process as it provides key information needed to either approve or decline a naming opportunity. The Donor History and Rationale section is used by the Office of Donor Engagement to complete the Presidential Naming Approval Memo and the BOR Naming Motion, if necessary.

A complete Donor History and Rationale includes:

- The donor's bio and existing relationship to the university, including giving history.
- The description of the facility or program to be named including the description of the room, space, building or program they are naming and why the proposed naming is appropriate.
- The specific gift being proposed for the naming.

- The exact name to be adopted.
- How the funds will be directed and the impact of their gift.
- A description of the due diligence that has been performed on the individual or entity for whom the facility or program is to be named, including legal review and criminal background where appropriate.
- If the naming is for someone other than the donor, formal permission from that person, or their representative.

## CHAPTER 4: Naming Standards

### Identification Naming Standards

#### Common Issues with Identification Names

If the name on the identification sign is too long or complicated, one of the following issues may arise:

- Students shorten the facility name, impacting the donor's legacy.
  - E.g., Anastasia Genevieve Mahershalalhashbaz Lab can become the AGM Lab.
- Students abbreviate or develop an acronym of the facility name because the donor's initials spell an inappropriate word, damaging the donor's legacy.
  - E.g., Amanda Sandra Sanders Lab can become the ASS Lab.
- The name does not fit on a sign because it incorporates the names of multiple donors or honors multiple people.
  - E.g., In Memory of my father Mr. Frank Jones, sister Ms. Edna Smith and cousin Mr. James Jones.
- The name causes identification issues.
  - E.g., Light Lab or Crystal Lab, named after Julie Light or Julie Crystal, could create confusion in a physics building regarding the subject matter taught in the room vs. the donor's name.

In addition, please discuss with the donor that they are naming the room and the space itself and not the current purpose of the room. Thus, if the donor named the room used for concrete research and in five years the concrete research lab is moved to a different location, the donor's name recognition remains associated with the original room.



## Donor Recognition Naming Standards

The identification naming standards listed below have been established for continuity, clarity and practicality in signage and communications. The university will honor the donor's wishes on individual namings, however, the Office of Donor Engagement recommends these best practices.

## Donor Signage Naming Standards

- Couples with the same last name will be listed jointly
- Couples with different last names will be listed separately on the same line
- Opposite-sex couples will be listed with the female first, same-sex couples will be listed alphabetically
- Prefixes will not be used
- Suffixes such as Jr. and Sr. will be used
- Medical, professional and military titles will not be used

Single name	Jane Doe
Couple with same last name	Jane and John Doe
Couple with different last name	Jane Smith and John Doe
Family name	The Doe Family
Corporate, Foundation, or Organizational Name*	Smith Manufacturing Company

\*Omit "The" if present unless it is part of the corporation, foundation, or organization's name per their 990 Form. These forms can be found using Foundation Directory.

[Foundation Directory | Candid \(txstate.edu\)](#)

## CHAPTER 5: Board of Regents Approval

Note: All namings requiring BOR approval will be considered an *interim naming* until the BOR approves the naming and the gift is paid in full.

### Meeting Dates

The Board of Regents meets four times a year: February, May, August and November. The dates fluctuate yearly and are typically set approximately one year out. The meeting is always held after the 10th of the month. Board items are typically due seven to eight weeks before the board meeting. The

Executive Assistant to the Executive Vice President for Operations and Chief Financial Officer will send an email to the Vice Presidents and Executive Assistants with the official due date once the previous board meeting has concluded. Any naming requests and subsequent materials are due to the VPUA's office at this time.

## **Public Art**

The Board of Regents must approve all public art including erecting of statues and monuments.

### **TSUS Committee of Public Art Nomination**

In 2023 TSUS created the TSUS Committee on Public Art Nomination. The committee is led by the TSUS Director of Public Art and is tasked with reviewing and selecting artists to design and fabricate artwork for capital construction projects on campus. The funding comes from a Board of Regents rule stating 1% of major construction project budgets may be used for the purchase of public art. A member of University Advancement must serve on this committee.

### **Statues and Monuments**

Statues or monuments for the purposes of honorific or benefactor recognition will be erected only for persons that have made outstanding or meritorious contributions to the university or the TSUS or have attained the highest level of distinction in their respective fields. All statues and monuments but be approved by the Board of Regents.

## **Prominent Namings**

All prominent namings (facilities and programs), whether for an individual or an entity are the responsibility of the Board of Regents.

### **Prominent Facilities**

Prominent Facilities include all buildings and other major components of academic, athletics, and art facilities, large auditoriums, concert halls, wings, atria, clinics, prominent outdoor spaces, statues, monuments, and building plaques. Less prominent facilities include laboratories, classrooms, seminars, and meeting rooms. Naming of the less prominent facilities are at the discretion of the VPUA and the President.

### **Prominent Programs**

Prominent Programs include colleges, schools, academic departments, academic and health centers, programs, institutes, and organized research units. Less prominent programs are

academic or student programs and institutes that the VPUA and university President determine are less prominent and do not need BOR approval.

## **BOR Naming Motion**

All namings requiring BOR approval will need a naming motion. These motions will be submitted to the VPUA Executive Assistant to be included in the BOR briefing book coordinated by the office of the Executive Vice President for Operations and Chief Financial Officer. Naming motions must follow a specific format. An example of a naming motion and guidelines can be found in the [Board of Regents Material Guidelines](#). Donor Engagement prepares the naming motion and provides it to the VPUA to be included in the BOR briefing book.

### **Board of Regents Naming Motion Guidelines**

**Document Names** should include “TXST”, and title of the motion.

- Example: TXST: Recognition of the Naming of the Jane and John Doe Football Complex on the San Marcos Campus

**Font** – Arial size 11 font should be used whenever possible. Reports and supporting attachments have more flexibility, but for ADA purposes, we want to adhere to this font and size.

**Page Numbers** – It is preferred that we submit documents without page numbers. If you need page numbers on your document, please place them in the lower right-hand corner, NOT at the bottom middle of the page.

**Margins** – Board motions should include a one-inch margin on all sides.

**Hard Return** – There should be a hard return between each paragraph.

**Spacing** – Everything should be single-spaced, with two spaces after each period.

**Proper Referencing** – When speaking about an office/department/school at the university, use the full title of that specific area.

- Examples
  - Correct: LBJ Student Center                      Incorrect: Student Center
  - Correct: School of Art and Design              Incorrect: Art and Design
  - Correct: Office of Disability Services          Incorrect: Disability Services

# CHAPTER 6: Donor Recognition Signage

## Select Signage

Once a naming opportunity is approved by the President and the Board of Regents (if needed), the college/unit may move forward with ordering/purchasing the donor recognition signage from Facilities. If renderings are needed anytime during the approval phase, or after, Facilities can provide those. The design and installation of all recognition signage must be approved by the VPUA and the President and coordinated with the Executive Vice President for Operations, Chief Financial Officer. Standard recognition signage will include the name of the space and the name(s) of the donor(s) or honoree(s). Other plaques featuring the name of an award or scholarship, recipients, historical or biographical information, or other deviations from the standard for benefactor recognition will only be permitted within faculty and staff offices, with exceptions approved by the president on a case-by-case basis.

## Signage Best Practices

1. Avoid signage projects that require annual updates may place significant administrative burden on the college/unit.
2. When selecting materials, try to select materials that are renewable, convenient, and inexpensive to edit.
3. When selecting electronic displays, consider who will be responsible for maintaining the donor data, the cost of annual licensing fees, what will be done if and when the software becomes obsolete, and alternative maintenance options if the original vendor goes out of business.
4. Avoid permanently crafting or etching the donor's (or donors') image into a sign. The donor's image can become quickly outdated, or may be seen as poorly designed, resulting in donor relations issues.

## Signage Types

### Donor Plaques

Donor plaques are signs that recognize donors who have named a room, or individuals receiving an honorific naming. They are coordinated by Facilities, using one of two vendors who have been approved by the university. Once a naming memo is approved by the President and the Board of Regents (if the naming is a prominent naming) the college/unit completes the [Request for Renovation or New Space](#)

form and submits it to Facilities at [fssplanning@txstate.edu](mailto:fssplanning@txstate.edu). Facilities will assign a project manager to the project and the project manager will work directly with the college/unit. The project manager will create a proposal for the college/unit and ensure the plaque fits the design of the space. This process takes approximately one month.

### Examples of Texas State University Plaques



### Interior and Exterior Signage

Interior and exterior signage are handled much the same way as a donor plaque. After Board of Regents approval, the college/unit will complete the Request for Renovation or New Space form and email it to [fssplanning@txstate.edu](mailto:fssplanning@txstate.edu). They will then be assigned a project manager from Facilities. The project manager will work through the process of having exterior signage placed on the building. If at any time an architect is needed, Facilities will procure one from an outside firm to assist with a project.

### Examples of Interior Signage



Examples of Exterior Signage



# CHAPTER 7: Donor Walls

## Donor Wall Recommendations

While donor recognition walls have historically been installed to honor the major financial contributors to a project or fund, the Office of Donor Engagement adheres to the most current standard of best practice in donor relations. With a rise in concern over donor privacy, increasing costs of labor and materials, and a focus on sustainability, it is not recommended that colleges and units install new donor walls.

If a donor wall is absolutely necessary, the Office of Donor Engagement recommends installing a digital display wall. Updating a physical display wall is very costly, time consuming to maintain, and outdated as soon as a new donor reaches the recognition level.

In order to install a new wall or to have an existing wall updated, it is the responsibility of each college/unit to complete the [Request for Renovation or New Space](#) form and email it to [fssplanning@txstate.edu](mailto:fssplanning@txstate.edu). A Facilities project manager will be assigned to the project and will work with the College/Unit to install or update as necessary. All costs are assumed by the College/Unit.

Please note, prior to including a donor’s name on a public display, permission must be granted from the donor party. This permission must be in writing and on file with the University Advancement Office. Please contact the Donor Engagement Office for a sample authorization letter to be provided to all donors prior to name inclusion. This donor communication is the responsibility of the College/Unit to deploy as part of the donor wall pre-planning process. University Advancement can provide the appropriate donor names and contact information for ascertaining permission.

## Texas State University Donor Walls

The university currently has fourteen donor walls: eleven on the San Marcos campus and three on the Round Rock campus.

Division/College Unit	Location	Criteria
University Advancement	University Events Center	All Texas State Giving Society Members: Heroes, Pillar Society, Visionary Society, and Guardian Society
Athletics	University Events Center	All Athletics Giving Society Members: Founders Society, Old Main Society, Cypress and Oak Society, and Victory Star Society

Alumni Association	Alumni Center	Recognizes donors whose contributions helped establish the new facility.
College of Fine Arts & Communication	Performing Arts Center	Recognizes donors who have given \$25,000 or more.
College of Health Professions	Encino Hall	Recognizes donors who have given \$25,000 or more to Health Professions, excluding gifts to the St. David's School of Nursing.
College of Health Professions	Willow Hall on the Round Rock Campus	There are two donor walls. One wall recognizes donors who have given \$25,000 or more to Health Profession programs and the other recognizes endowments.
College of Health Professions	Nursing Building on the Round Rock Campus	Recognizes gifts and endowments of \$25,000 or more to St. David's School of Nursing. *Note all new nursing \$25,000 donors will be recognized on the Willow Hall wall.
McCoy College of Business	McCoy Hall first floor	Recognizes donors who have given \$25,000 or more.
College of Science and Engineering	Bruce and Gloria Ingram Hall	There are two walls. One wall recognizes donors who have given \$25,000 or more. The other wall lists the College's endowments.
Albert B. Alkek Library	Alkek Library Second Floor	Recognizes lifetime donors to the University Libraries and major donors to the Buck Winn Mural conservation and installation project.
The Wittliff Collections	Alkek Library Seventh Floor	There are two walls. The permanent wall recognizes donors who have given \$25,000 or more to The Wittliff. The digital wall recognizes gifts \$5,000 or more for the year.



# APPENDIX A: Reference

## **Policies**

[The TSUS Rules and Regulations, Chapter III, Section 9](#)

[Criteria for Namings, UPPS No. 08.03.01](#)

## **Forms**

[DONOR RECOGNITION OPPORTUNITY PROPOSAL](#)

[Request for Renovation or New Space](#)

## **Templates and Tools**

[Master Inventory Naming List](#)

[Board of Regents Material Guidelines](#)

[Board of Regents Naming Motion Template](#)

[Foundation Directory](#)

Raiser's Edge Records Management Guide for Namings (in progress)