

Making Music with Naming Opportunities

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UNC
GREENSBORO
University Libraries

Agenda

UNC Greensboro

The UNCG University Libraries

Jackson Library Renovation

Naming Opportunities and
Processes

Inherited Issues

Successes

Final Thoughts

Q&A



UNC Greensboro

- A public, R2 university located in Greensboro, North Carolina
- The most diverse of the UNC system schools, with approximately 18,000 students and 2,500 faculty and staff across eight schools
- 69 majors in over 130 areas of study, as well as 51 master's programs, 23 doctoral programs, and 74 graduate certificates
- One of only 40 doctoral institutions recognized by the Carnegie Foundation for both high research activity and community engagement
- Founded in 1891 as a teacher's college for women
- Frequently recognized for social mobility, affordability, and community engagement

The UNCG University Libraries

- Two campus libraries: Walter Clinton Jackson (main) and Harold Schiffman (music library)
 - Jackson: 220,174 square feet and seating for 950
 - Schiffman: 10,000 square feet and seating for 86
- Millions of resources available to students, faculty, and staff: e-books, print books, streaming films and music, scores, archival materials, and much more
- [2024-2025 annual report](#)



Jackson Library Renovation: Overview

- Goals:
 - Creating a more welcoming, inclusive environment
 - New spaces will be ADA-compliant
 - Approximately 2025-2028
- Faculty and staff have worked hard to make sure that a large number of materials are still accessible to library users



Jackson Library Renovation: Preparation

- The tower of Jackson closed in December of 2024 and marked the beginning of Phase One of construction
- Design Oversight Committee: RFP process to move most of the print collection safely into storage (Smith Dray Line)
- Strong relationship between the University Libraries, Shepley Bullfinch, LS3P, Skanska, and UNCG Facilities Design and Construction office





Naming Processes at UNCG

- All namings must be approved by our Board of Trustees for gifts of \$100k+. \$100k or less can be approved by the Chancellor
- No facility, academic unit, or program can be named without the involvement of the Chancellor
- [Policy](#)





Named Gift Standards

Contribution Guidelines

Please refer to [University Policy: Naming University Facilities and Units](#) for the official policy and specific procedures on naming facilities and programs.

The Named Gift Standards are reviewed and updated annually by the Naming Standards Committee. The gift levels required to name a space vary depending on the size of the space, intended use, and visibility. A donor's lifetime giving and service is considered when determining a named space in his/her honor. These standards are the minimum requirements. Gifts given to name a space or program should include long-term support costs.

Naming Types	
Academic Units:	
School or College	\$10 million—\$15 million
Department	\$2.5 million—\$5 million
Center or Institute	\$1 million to \$2.5 million
Program (e.g. Honors, Residential College, Creative Writing)	\$500,000—\$1 million
Buildings & Facilities:	
New Construction	Variable (min. 50% of total project cost or approval by Chancellor and the Board of Trustees)
Renovation	
Spaces within Existing Buildings:	
Lecture Halls/Auditoria—NEW	\$150,000—\$1 million
Lecture Halls/Auditoria—EXISTING	\$100,000—\$1 million
Teaching & Research Laboratories/Studios	\$25,000—\$250,000
Meeting/Seminar Rooms	\$25,000—\$100,000
Interior & Exterior Public Spaces (e.g. atria, lobbies, courtyards, playgrounds)	\$25,000 minimum (Variable, determined by scale)
Athletic Facilities	\$25,000 minimum Variable determined by scale

Building Donations and Naming Opportunities

- Naming opportunities become an important fundraising method for many reasons:
 - Provides capital needs
 - Venue for relationship building
 - Donor recognition celebrates strong investment
 - Promotes ethical and transparent interest of donors
- Capital Campaign Naming Opportunities: When offering naming opportunities, it is crucial to set clear policies, establish internal boundaries, and ensure every opportunity is tied to a formal gift agreement. This approach helps secure larger gifts and builds trust with donors.
- Donor Recognition Strategy: A thoughtful donor recognition strategy is critical to encourage contributions and maintain donor engagement. It should include a variety of recognition opportunities that range from large to small spaces, ensuring all donors feel valued.
- Naming Opportunities as a Legacy: Naming opportunities transform a donor's gift into a permanent legacy, inviting them to become a permanent part of the organization's history and future.
- By carefully considering these aspects, nonprofits can effectively use naming opportunities to enhance their fundraising efforts and create lasting connections with their donors.

Types of Naming Opportunities

SPACES

- Study carrels
- Classrooms
- Meeting rooms
- Communal areas
- Production spaces
- Theaters or auditoriums
- What else?

COLLECTIONS

- Specialized groupings
- Subject specific
- Stand-alone resources
- Expert focused areas
- Historic collections
- Areas of desired focus



Naming Opportunities in Special Collections and University Archives



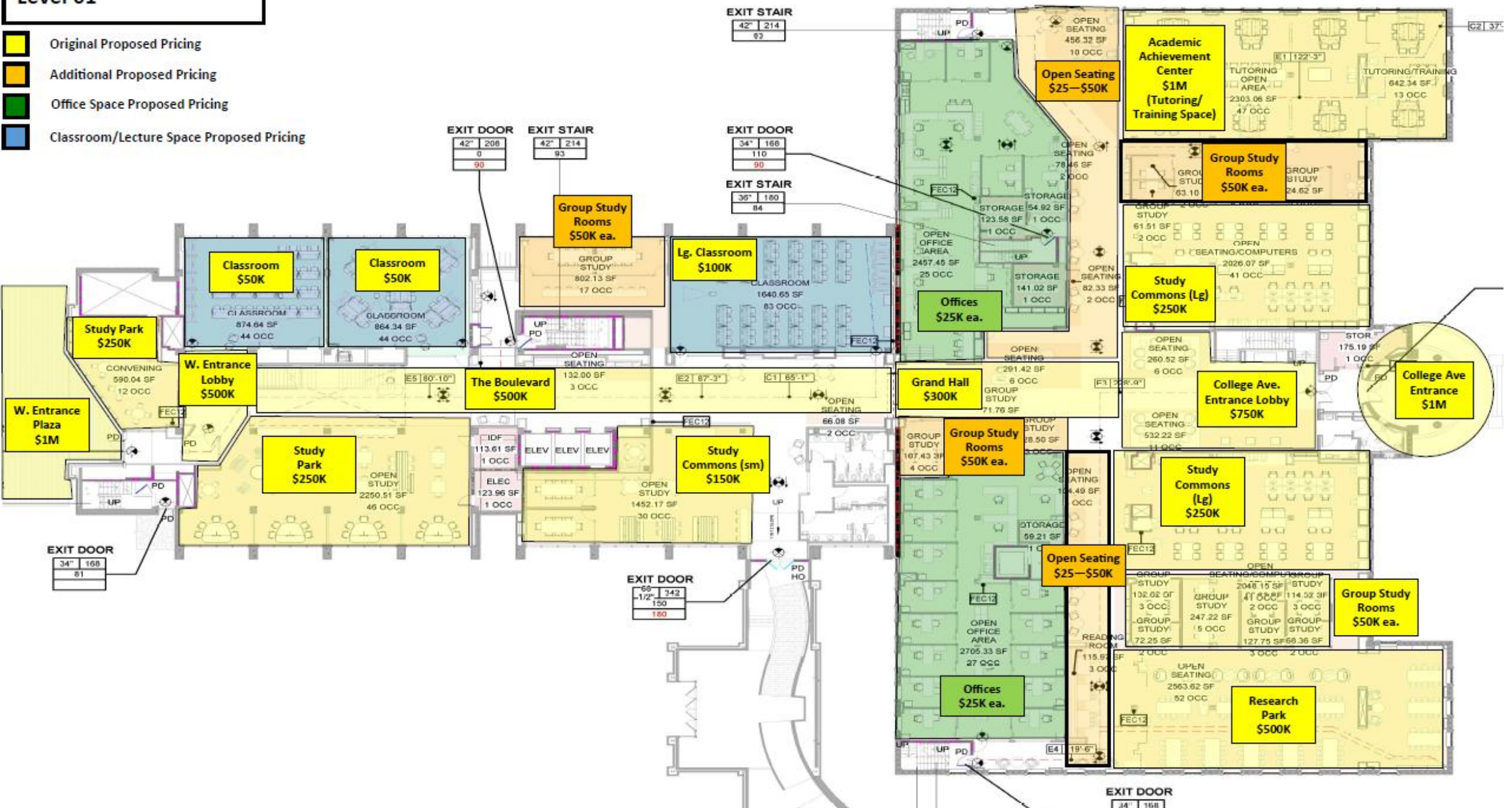
Naming Considerations

- Namings...
 - Are gift vehicles
 - Can be more than just physical rooms
 - Can help fund your priorities
 - Can impact multiple areas
- Stewardship considerations

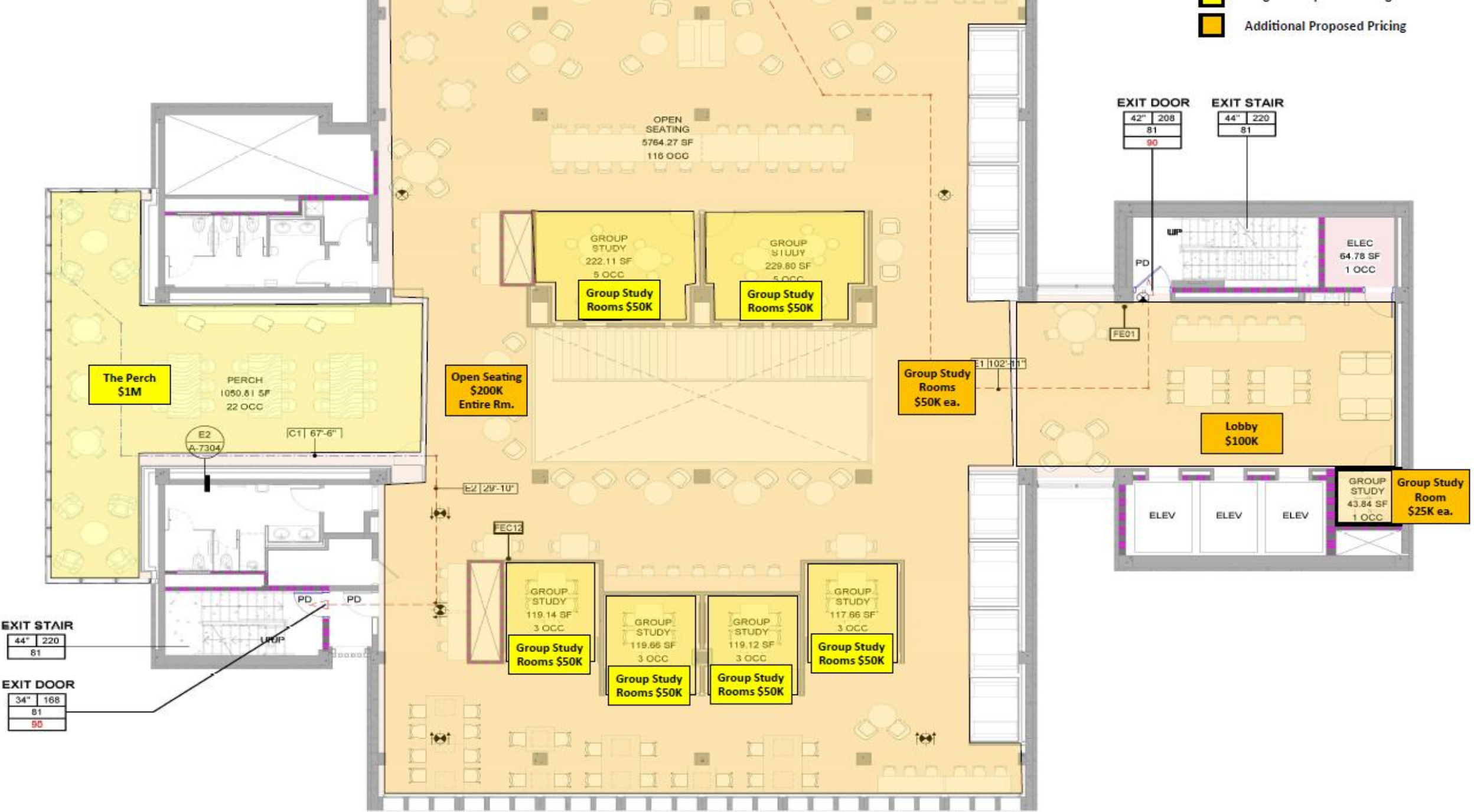


Level 01

- Original Proposed Pricing
- Additional Proposed Pricing
- Office Space Proposed Pricing
- Classroom/Lecture Space Proposed Pricing

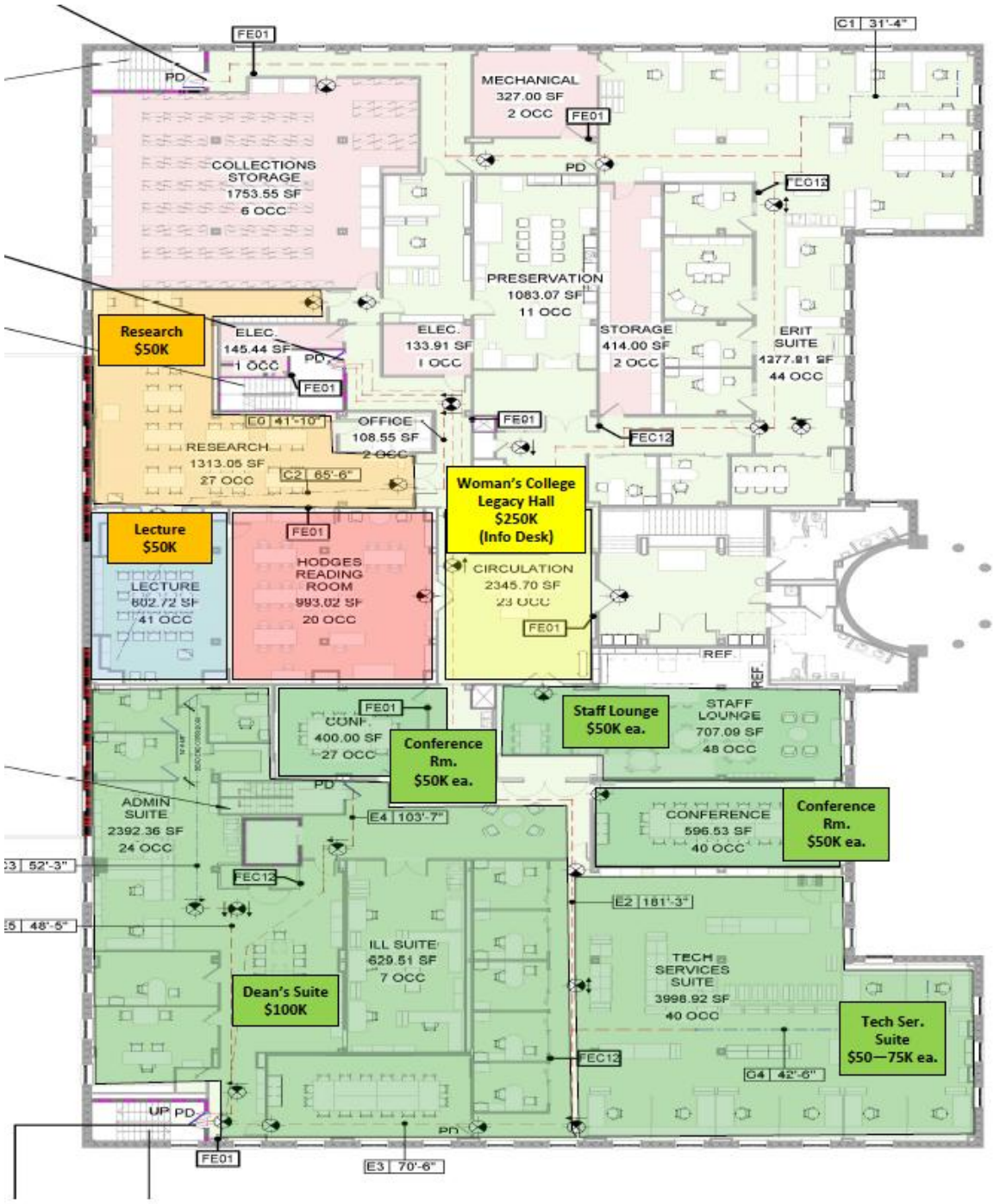


Additional Proposed Pricing



Level 02B

- Original Proposed Pricing
- Additional Proposed Pricing
- Office Space Proposed Pricing
- Classroom/Lecture Space Proposed Pricing



Mission Statements

TANNENBAUM CENTER

“... enable thinkers and makers dedicated to excellence and innovation from across the nation, the University, and the Greensboro community to create, learn, share, and connect...”

Jeanne Tannenbaum Center for
Creative Practice

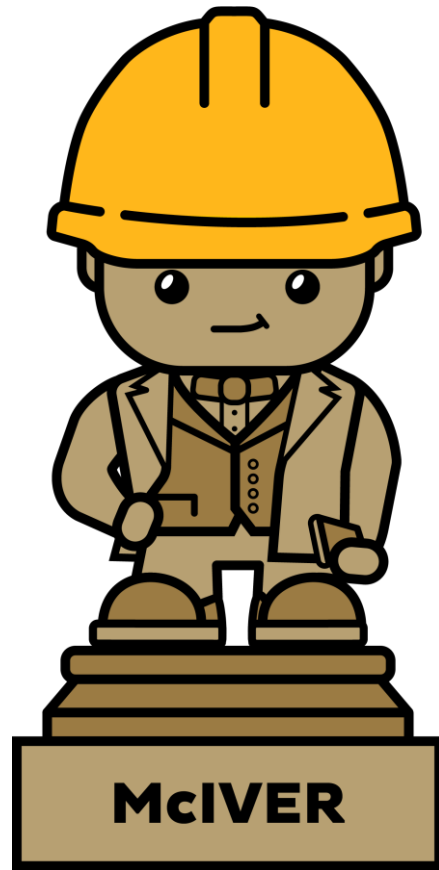
UNIVERSITY LIBRARIES

"Through expertise in information services, the University Libraries foster the success and impact of the UNC Greensboro community by promoting learning, inspiring creativity, and enhancing research and collaboration in a diverse and innovative environment."

Social Capital

- Highly skilled fundraising practice
 - Professional fundraising staff
 - Long-term fundraising strategy
 - Strong narrative about the value of the library
- Building the Social Capital of the Academic Library through Fundraising, Kathryn Dilworth, 2022

Renovation Collateral



Library Portico Postcard

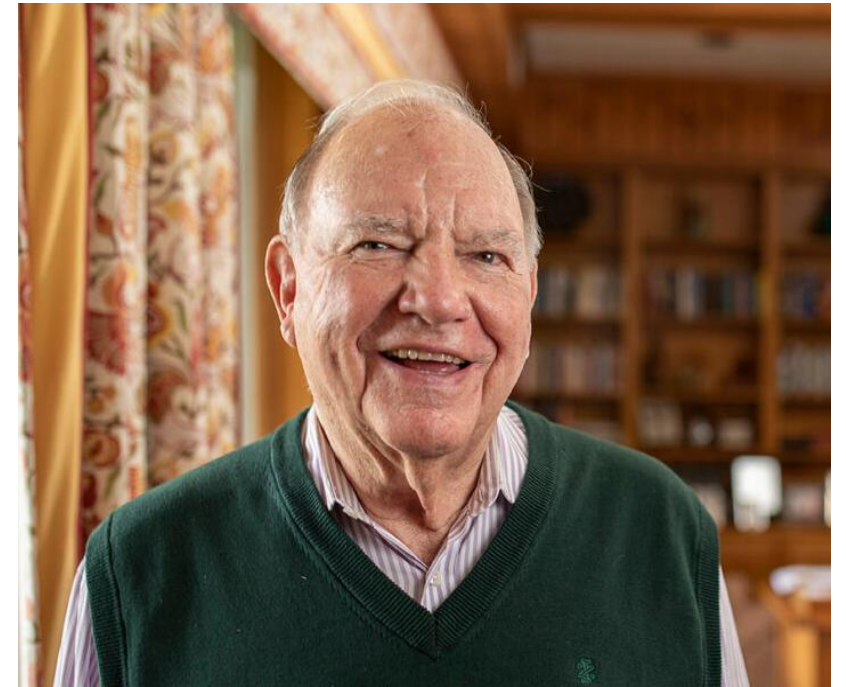


Notoriety and Visibility

- How do we advertise spaces or work with donors on our most visible spaces?



The Martha Blakeney Hodges Special Collections and University Archives



Martha Blakeney Hodges Connection to UNCG



Hodges Fellows Program



Dear Mr. Hodges,

Thank you so much for your generosity in supporting this Fellowship. When I started the Master's in Library and Information Science program last spring, I knew one of my goals would be to work in an archive and hopefully become an archivist one day. With your donation to this Fellowship program, I get to accomplish that. In my time here, I've been exposed to new ideas, been able to hone my research skills, and work on projects that mean a lot to me. My spring project will allow me to work closely with a donor and her collection, which is one part of archival work that I'm incredibly interested in.

This program has been an invaluable experience so far, and I know that I will remember all the lessons that I've learned here far into the future. Thank you again, and I am so glad that this Fellowship will continue into the future so that other students can experience the meaningful world of archives like I have.

Sincerely,

Emma Albrecht



Dear Mr. Hodges,

Thank you so much for your generosity in making this program possible. The Hodges Fellowship is the best opportunity I have had at UNCG by far—it has given me opportunities I had not previously thought possible. The fellowship has boosted my confidence as a researcher, student, and hopeful future academic—it has provided me with invaluable skills that I will carry with me for the rest of my life. I must say, my absolute favorite part was giving a talk on my topic (Lydia Pinkham and patent medicine); it was so much fun. I am delighted that this program will continue for many years, so that lots of other students are able to have the same incredible experiences that I had.

With Gratitude,

Cecil Barlow

RARE BOOKS

BROWSE THE COLLECTIONS

American Publishers Trade Binding Collection	+
American Detective Fiction Collection	+
Atheneum Press Books Designed by Harry Ford	+
Early Juvenile Literature Collection	+
Fifty Original Leaves from Medieval Manuscripts	+
Girls' Books in a Series Collection	+
Home Economics Pamphlet Collection	+
Jargon Society Collection	+



Naming Donations Honorary

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
REQUEST FOR APPROVAL OF NON-DONOR NAMING PROPOSAL

PROPOSED NAME: Paul and Janice Hessling Home Economics Pamphlet Collection

DESCRIPTION OF THE FACILITY OR UNIT TO BE NAMED:

Collection housed within the Rare Book collections in Martha Blakeney Hodges Special Collections & University Archives

HONOREE'S CONTACT INFORMATION:

Mr. Paul Hessling, Special Collections/Chief Monographic Cataloger (Associate Professor) 240 Jackson Library 336-334-5781, paul_hessling@uncg.edu

Dr. Janice Hessling, Quest Diagnostics (Anatomic and Clinical Pathology and Cytopathology

PURPOSE:

To recognize the Hesslings for their continued support of the collections in Rare Books, beginning with a significant donation to the Charles M. Adams American Trade Binding Collection and the Home Economics Pamphlet Collection in 2005, followed by further donations.

Encompassing all the collections that the Hesslings have and continue to donate towards, they have donated over 5,000 unique items with the majority of those materials housed in the Home Economics Pamphlets Collection. Other collections they have donated to include the Charles M. Adams American Trade Binding Collection, Early Juvenile Literature Collection, Girls' Books in a Series Collections, Robbie Emily Dunn Collection of American Detective Fiction, Special Collections General, and Woman's Collection.

Home Economics Pamphlet Collection

The Paul and Janice Hessling Home Economics Pamphlets Collection consists of commercial and government publications on the subject of home management and nutrition and includes educational materials, recipes, household hints, and other materials. The pamphlets were originally published between 1826 and the present.

[\[Search Cataloged Materials\]](#)

[\[View Digitized Materials\]](#)

Further Readings

- *Building the Social Capital of the Academic Library through Fundraising*, Kathryn Dilworth, 2022
- *What's in a Name?*, Tewell, Tobar, Long, Castrillo & Ettarh, ACRL 2021
- *As old Funding Models Erode, Fundraising and Donor Stewardship are tools to Shape the Future*, Seth Porter, Katrina, 2026
- *Development: What's in it for you?*, Crumpton, Michael A., 2012
- *What's in a Name? Library Donation Strategies*, Campbell, Stephanie, 2018

Thank You

Questions?



UNC GREENSBORO

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