

Approved by:
 Campaign Cabinet _____;
 Board _____; District _____



ROOSEVELT FOR GENERATIONS GUIDELINES & OPPORTUNITIES FOR NAMING

The TRHS Foundation and Campaign Cabinet welcome the opportunity to honor individuals, families, and foundations who have provided a leadership gift to its Capital Campaign through a naming opportunity. This is a tangible way to create a lasting legacy and become a part of the Roosevelt High School heritage while also supporting its future.

Naming Decisions and Approval:

All naming decisions will reflect and support the policies of the Des Moines Public School district as related to this level of donor recognition.

The donor along with the Foundation Board President and Campaign Co-Chairs will discuss naming opportunities to determine donor interests and desires. The Campaign Cabinet will recommend naming opportunities to the Foundation Board who, along with the Des Moines Public School District, will approve all naming recommendations.

Guidelines for Naming – Gift Size and Naming Tenure:

- The donor list will be reviewed in descending order from largest gifts to gifts of \$100,000. Those donors giving the largest gifts will be offered the *first opportunities* for naming and may select from the options provided or present an idea for consideration.
- A minimum gift of \$100,000 is required for naming.
- Gifts of \$1 million and above will allow naming into perpetuity.
- Gifts of \$100,000 up to \$1 million allow naming for a twenty-five (25) year period.

Donor Recognition

All campaign donors contributing \$5,000 and above will be acknowledged as *The Roosevelt for Generations* Capital Campaign donors on permanent signage located in a visible area within Roosevelt High School.

Naming Opportunities: Roosevelt for Generations Capital Campaign

Naming Opportunity	Gift Level	Duration
Track & Field Complex	\$1 million or above	Permanent Naming
Track	\$500,000	25 years
Field	\$500,000	25 years
Innovation & Learning Center Entrance	\$250,000	25 years
Innovation & Learning Center Conference Rooms (2)	\$100,000	25 years
Innovation & Learning Center Small Group Study/Collaboration Rooms (3)	\$100,000	25 years

**Gift levels required for naming certain areas reflect not only cost, but also the visibility, use and size of the area*