



Named Gift Standards

Please refer to [University Policy 602.9](#), Naming Opportunities, for the official policy and specific procedures on recognizing donors and friends through naming facilities and programs.

The Named Gift Standards are reviewed and updated annually by the named gift committee. The gift levels required to name a space will vary depending on the size of the space, intended use, and visibility. A donor's overall giving and service are often considered when considering a named space in their honor. These standards and ranges should serve as a starting point and are negotiable.

<i>Naming Type</i>	<i>Recommended Gift Range</i>
<i>Academic and Major University Units</i>	
College	\$5 million - \$30 million
School	\$3 million - \$5 million
Department/Center/Program	\$2 million - \$5 million
<i>Facilities</i>	
Building ¹	\$1 million - \$10 million
Laboratory/Studio	\$250,000 - \$500,000
Atrium	\$100,000 - \$500,000
Courtyard/Plaza	\$100,000 - \$2.5 million
Auditorium/Theatre	\$100,000 - \$1 million
Lecture Hall	\$100,000 - \$500,000
Classroom	\$50,000 - \$100,000
Conference Rooms, Office Suites, Study Rooms	\$25,000 - \$100,000
<i>Endowed Faculty Positions</i>	
Chancellor Endowment	\$3 million minimum
Deanship	\$2.5 million minimum
Chair	\$1.5 million minimum
Distinguished Professorship ²	\$1 million minimum
Professorship	\$500,000 minimum
Lectureship	\$250,000 minimum
<i>Fellowships and Scholarships</i>	
Graduate and Post-Doctoral Fellowship	\$250,000 minimum
Endowed Scholarship	\$35,000 minimum
General Endowment	\$35,000 minimum
<i>Current Use</i>	
Annual Scholarship	\$15,000
Other Expendable Funds	\$15,000

¹Variable based on purpose, size, construction/renovation cost, and visibility.

²Required amount varies, depending on the discipline.

In 1985, the North Carolina General Assembly established the Distinguished Professors Endowment Trust Fund to stimulate private support and commitment to strengthening the faculties and promoting excellence throughout The University of North Carolina System. The Trust Fund enables each constituent institution of the University of North Carolina to receive and match challenge grants to create endowed chairs for distinguished professorships. The legislation allows a challenge grant of up to \$667,000 to be paid on a two-to-one basis. (UNC Policy Manual 600.2.3)

Private Support	State Match	Total Endowment
\$333,000	\$167,000	\$500,000
\$666,000	\$334,000	\$1,000,000
\$1,000,000	\$500,000	\$1,500,000
\$1,333,000	\$667,000	\$2,000,000

Status of Contribution at the Time of Naming Facilities and Programs

- Pledges to be paid over a period of time, typically up to five years, are acceptable for current naming of Facilities and Programs when a signed pledge payment agreement for the total is in hand. Pledges for beyond five years must be approved by the Vice Chancellor for University Advancement or designee.
- Prior to the naming initiation, 50% of the gift must be received.
- If the pledged gift is to name new construction, renovation, or other projects with cash-flow considerations, the timing of the pledge payments should be such that sufficient current dollars are available to cover project costs.
- No facilities or programs will be named for revocable gifts.

PLEASE NOTE: All naming options and gift amounts must be presented to and approved by the Chancellor, the Vice Chancellor for University Advancement, and the Board of Trustees before sharing proposals with potential donors.