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Nota di contenuto	Naming Gift Policies -- Identifying Naming Opportunities -- Determining Naming Gift Requirements, Price -- Introducing, Closing Named Gifts -- Marketing Tools, Strategies to Gain Naming Gifts -- Creating Memorial, in Tribute Naming Gifts -- Establishing Named Funds through Planned Gifts -- Tying Naming Gifts into Capital Campaigns -- Stewarding and Recognizing Named Donors.
Sommario/riassunto	Originally published by Stevenson, Inc. , this practical resource helps nonprofit organizations discover ways to promote naming gifts, identify new naming gift opportunities, and successfully close more naming gifts.