



Policies and Procedures

Naming and Valuation Policy

Naming of University Facilities, Features or Programs

Division:	University Advancement
Department:	Office of University Development
Contact Information:	Anjali Billa Interim Vice President, Advancement anjaliBILLA@sfsu.edu 415-338-5217
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I. Authority:

This policy is established under the authority of the California State University (CSU) Board of Trustees and applicable delegations of authority from the Chancellor. It implements CSU policies and systemwide guidance governing the naming of university facilities, properties, features, academic and non-academic programs, positions, scholarships, fellowships, and other institutional assets. Naming authority is assigned as follows:

A. Board of Trustees:

The California State University (CSU) Board of Trustees retains authority for naming all major California State University facilities and properties, i.e., all buildings and major portions of buildings; farms; ranches and arboretums; university or college streets or roads; stadiums, arenas, and athletic fields with 500 or more permanent seats; and other highly visible facilities and properties.¹

^{1,3} [CSU Policy 103646351](#)



The CSU Board of Trustees retains authority for naming all major CSU academic and athletic programs including schools, colleges, divisions, departments, intercollegiate sports, and other major academic and athletic designations in addition to multi-campus collaborations.²

The [CSU Office of Systemwide Advancement](#) shall determine whether facilities, features or programs at this level fall within the major or minor classification when unclear.

B. Chancellor

The CSU Board of Trustees delegates to the Chancellor the authority to name minor properties (i.e., outdoor areas such as plazas, malls, courtyards, and individual landscape features; athletic facilities with limited public seating; interior spaces such as theaters, clinics, laboratories, processing centers, galleries, studios, conference rooms, lounges, offices, rooms, items or features within buildings).³

The CSU Board of Trustees delegates to the Chancellor the authority to name minor academic, non-academic and athletic programs including centers, institutes, lecture series, archives, campus, intramural sports, and other minor academic and non-academic units.⁴

The CSU Office of Systemwide Advancement shall determine whether facilities, features or programs at this level fall within the major or minor classification when unclear.

C. Campus President

The Chancellor delegates to the campus President the authority to name individual rooms, limited areas, and individual items or features within buildings, individual landscape items or features, limited outdoor areas, and other minor properties.⁵

The Chancellor delegates to the campus President the authority to name minor academic, non-academic, and athletic programs including centers, institutes, lecture series, archives, camps, intramural sports and other minor academic and non-academic units.⁶

The Chancellor delegates to the campus President the authority to approve a temporary naming for a facility or property reflecting natural or geographical features of the environment or reflecting a traditional theme of a university.

^{2,4} [CSU Policy 13646366](#)

⁵ [CSU Policy 10754719](#)

⁶ [CSU Policy 10754783](#)



The San Francisco State University Vice President of Advancement (VPA) shall determine whether facilities, features, or programs at this level fall within the major or minor classification when unclear.

D. Vice President for Advancement (VPA)

The President delegates to the VPA the authority to name collections and archives; camps and summer institutes; lecture series/workshops; intramural and sports programs; endowed and current use scholarships and fellowships; individual rooms, offices or features within buildings; individual landscape items or features such as display cases, trees, bricks and benches, and other minor features.

The Associate Vice President for Development shall determine whether facilities, features or programs at this level fall within the major or minor classification when unclear.

II. Purpose:

This policy is intended to govern decisions to name major and minor San Francisco State University facilities, properties and features; academic and non-academic colleges, centers, institutes, units and programs; series, collections and archives; positions and fellowships; and scholarships (referred to collectively as *“facilities, features or programs”* throughout this document).

The public affiliation with a donor name can enhance the reputation of the university and inspire others to make philanthropic investments for the benefit of the university’s educational mission. This practice can acknowledge generous philanthropy and good citizenship when a donor has elected to allow the university to publicly disclose their identity in appreciation of a gift.

This policy demonstrates to current and prospective donors the University’s commitment to responsible stewardship, appropriate gift administration, and consistent donor recognition practices.

Each proposal for naming shall be considered on its own merits, including compatibility with the mission and values of the university.

III. Policy Statement:



This policy establishes the requirements for reviewing, approving, and administering the naming of San Francisco State University facilities, properties, features, programs, positions, scholarships, fellowships, and other institutional assets. Naming recognitions shall comply with applicable California State University requirements and delegated authorities and shall be consistent with the University's mission and values.

Addendum A – Naming Valuation Guidelines provides recommended valuation ranges and implementation guidance for donor-supported naming opportunities. The recommended valuations are guidelines and do not establish mandatory gift minimums unless otherwise specified. Each naming opportunity shall be evaluated on its individual merits and circumstances.

IV. Procedures:

A request for naming should include: 1) the proposed name; 2) a biography of the honoree's personal, professional, and community involvement; 3) description of the requested facility, feature, or program to be named; 4) an overview of the impact the gift and/or naming will make to the unit; 5) the donor's and/or honoree's philanthropic giving history to San Francisco State University and 6) the proposed naming valuation recommendations as outlined by Addendum A – Naming Valuation Guidelines.

University Development shall be consulted during the preliminary stages of donor-supported naming proposals. The appropriate department, program, or college unit head and the Vice President for Advancement shall also be consulted as required under Section V, Consultation. Once a request is received, the Vice President for Advancement (VPA) will:

- a) Ensure requests are reviewed by the appropriate level of authorities, as designated in Section I: Authorities.
- b) Ensure appropriate internal campus partner consultations occur, as outlined in Section V: Consultation.
- c) Ensure request meets university policies, standards and values.
- d) Conduct a review of public records to ensure no harm to university reputation.
- e) Review valuation and make recommendations, as needed.
- f) Review with university or San Francisco State Foundation counsel, as needed.
- g) Provide written approval, if granted.

V. Consultation:



All proposed naming recognitions, whether associated with donor support or not, shall be submitted to the Vice President for Advancement for review. The VPA shall direct each proposal to the appropriate approval authority and may require additional consultation based on the nature or circumstances of the proposed naming.

San Francisco State's VPA shall determine if broader campus consultation is merited. Should this be the case, the VPA may convene a San Francisco State Naming Committee comprised of the following representatives.

- a) Vice President for Advancement – Chair
- b) Vice President for Administration and Finance
- c) Executive Director of the University Corporation, San Francisco
- d) Dean of the associated college
- e) Associate Vice President, Advancement Operations or designee
- f) Other area or unit representative(s), as needed

At a minimum, the following consultations are required:

- a) San Francisco State's VPA shall be consulted for approval to solicitate a donor for a gift connected to a naming opportunity, prior to any discussion with a potential donor.
- b) The Dean, Director, or Unit Head shall be consulted regarding proposed naming recognitions at all levels for facilities, features or programs under their direction.
- c) The campus Academic/Faculty Senate shall be consulted regarding proposed naming recognitions that require direct (non-designated) review by the CSU Board of Trustees. This may be achieved with review by an executive committee or other subgroup. It is under the purview of the campus President to consult with this body on naming recognitions that fall under the authority of the Chancellor, President or Vice President for Advancement.
- d) The Academic Senate of the California State University (ASCSU) shall be consulted on proposed multi-campus naming recognitions. This may be achieved with review by an executive committee or other subgroup.
- e) San Francisco State's Associated Students Board of Directors shall be consulted on proposed naming recognitions involving student recreation centers and other student fee-funded facilities and programs under each of their respective oversight. This may be achieved with review by an executive committee or other subgroup based on the organization's By-Laws.
- f) San Francisco State's Vice President for Student Affairs shall be consulted on all proposed naming recognitions sent to review by the Associated Students; student fee-funded facilities and programs; or other non-academic facilities, features or programs under their direction.



- g) San Francisco State's Executive Director for University Corporation shall be consulted on proposed naming recognitions involving new construction or renovations; facilities and rooms; outdoor areas and major landscape features, roadways and walkways.
- h) San Francisco State's Provost shall be consulted on proposed naming of major academic facilities; academic colleges, units and programs; academic positions, or other positions in support of academic activities.
- i) San Francisco State's auxiliary unit heads shall be consulted on proposed naming recognitions involving facilities, features or programs under their direction.⁷
- j) Names for minor facilities, features or programs which are simply descriptive of the function or tenant simply require consultation with the Vice President for Advancement.

VI. Considerations:

- No facility, property, academic, or athletic program shall be named after seated, elected or appointed officials currently in governmental office at any level.
- No academic or athletic program will be named after a tobacco, electronic cigarette, or marijuana product company.
- Generally, no facility or property should be named for an alcohol company, with the limited exception if the facility supports workforce development or research for the industry.
- It is not required that a gift specifically funds the facility construction or renovation to name the facility.
- Only under rare or extraordinary circumstances should facility, property, academic, or athletic programs be named for an individual or entity without private philanthropic support. For honorary and/or service-based recognition (i.e. no philanthropic gift involved), the following conditions will apply:
 - a) No more than one facility, property or program in the CSU system shall be named after any one individual.
 - b) When approval is needed at the CSU Board of Trustees level, recognition of an individual who has served in a CSU academic or administrative capacity shall not be made until the individual has retired or deceased at least two years.
 - c) Recognition of an individual's service to the campus should honor a person who has achieved unique distinction in higher education or other

⁷ Use CSU auxiliary definition.



significant areas of campus or public service; or who has served the campus in an academic capacity and has earned a national or international reputation as a scholar; or who has made extraordinary contributions to a campus or the CSU system, which warrant special recognition.

- Facilities and properties with state university ground leases, such as student unions and recreation centers, are also subject to this policy.
- Auxiliary organization facilities on auxiliary organization-owned property are exempt from this policy.
- When a commercial entity is involved, the arrangement should not imply endorsement of any product, service or opinions of the commercial entity by the CSU Board of Trustees or any university employee or entity. The naming should be limited to a defined period of years.
- No facility or program will be named after an individual within two (2) years of that individual's passing.

VII. Reputation and Ethics:

The campus shall conduct a public records review on the donor and any other individuals or entities named in the proposed recognition to identify any behavior that is inconsistent with the reputation and values of the CSU. Additionally, gift agreements and contracts associated with proposed naming recognition should include a good citizenship or ethics clause.

Donors making consequential gifts to the university are deeply invested in the success of our students and university mission. Their leadership and experience are valued; however, donors must not be permitted to have undue influence or “donor control” on decisions made by the university. The CSU is committed to transparency in relationships with donors to express gratitude while maintaining a clear understanding about the decision-making authority of university leadership. Examples of areas where donor influence must be controlled are admissions decisions, faculty appointments, coach selections, curriculum development, program policies, investment policies and strategies, architect selections, search committee participation or candidate selection, scholarship awardees, benefits from research and board decision-making or priority setting.

Should circumstances change in a manner that affiliation with the name would cause harm to the reputation of the university, the CSU Board of Trustees, chancellor or university president may exercise its authority to rescind naming recognition at any time.



VIII. Valuation:

While each gift may be judged on its own merits, the following guidelines are provided to inform and assist in valuing a naming opportunity:

As outlined, facilities, features or programs may be named for individuals or for organizations responsible for providing a “substantial gift” benefiting the university. The term substantial in this context is deliberately not defined by arbitrary standards or by a specific dollar amount. Its interpretation is meant to be flexible so that each situation may be judged on its own merits and may consider significant contributions of personal services as well as monetary or in-kind gifts. It is expected that each naming opportunity will recognize the donor according to the level of gift and the value should be appropriate to the size, visibility and exclusivity of the facility, feature or program.

A gift should benefit the realization or completion of a facility, or the improvement of a facility or property's usefulness and/or artistic value to the university, or the enhancement of teaching and learning, university programs and services, or student scholarship.

For facility, features or construction projects, the expectation is that the gift amount will equal a minimum of 10 percent of new capital improvement costs or the appraised value of existing property.⁸

For new construction projects to receive priority consideration from CSU Capital Planning, Design and Construction, the gift should be designated for capital expenditures related to the acquisition, design, construction and/or equipment of the project. Payment of the gift should be realized in full within five years of the commitment and/or start of construction and pledge should be binding. (Some construction projects will not begin until full payment has been received.)

The naming may be for the useful life of the facility/feature or for a defined period of years. Absent extraordinary circumstances, the useful life of a building is defined as “until the facility/feature is destroyed or substantially renovated.”

For program support, staffing, services, scholarship, research and other program-related operating expenses, the expectation is that the gift amount will significantly expand opportunity, build reputation, or transform the initiative in meaningful ways. Such gifts are typically endowments as these recognition opportunities are in perpetuity. One valuation

⁸ See Council ASE Global Reporting Standards for guidelines.



method is to consider the operational budget and seek an endowment distribution that would enhance the budget by 10 percent or more.

When commercial entity is involved, the revenue should benefit realization or completion of a facility, the improvement of a facility or property's usefulness to the university, or the enhancement of university programs, research or student scholarship. The financial consideration divided by the number of years should result in a reasonable market value. Commercial naming rights should consider available market research.

The valuation should be appropriate to the size, visibility and exclusivity and consider the relative marketability, reputation and prestige of a facility, feature, service or program. The utility and location of a facility or feature may also impact its value.

Presence of similar recognition of facilities, features or programs within the campus, CSU or at peer institutions should also inform the valuation process.

A chart of suggested valuation levels for categories of San Francisco State University campus facilities, features or programs is available for reference from the Vice President for Advancement. See Addendum A – Naming Valuation Guidelines for more information. This document is for reference only. No recognition or formal solicitation may occur until the Vice President for Advancement has indicated specific approval for the recognition.

Deferred and In-Kind Giving Valuation

Non-cash gifts and future gifts can be included in the formula when considering eligibility for a naming recognition. Generally, the deferred amount should be less than 50% of the total valuation and the gift intention must be irrevocable. In addition, the current use financial need of the unit to achieve the intended purpose of the gift in the interim, until the full amount of the gift is realized, will also be a key factor in determining valuation.

Policies and guidelines for eligibility and documentation of deferred giving are managed by the San Francisco State Foundation.⁹

IX. Recognition Markers and Signage:

If a donor has elected to allow the university to publicly disclose their identity in appreciation for a gift and the appropriate name, placement and manner of acknowledgement is determined, the coordination to execute the naming recognition markers and signage is delegated to the Vice President for Advancement, or designee.

⁹ Reference CASE Global Reporting Standards Guidelines



Advancement shall be responsible for coordinating the execution and installation of naming recognition in collaboration with campus facilities services, the gift area unit head(s), donors and other appropriate campus partners as needed.

Specifications for the materials, size, font, color and other display characteristics for tribute plaques and signage are standardized and under the direction of the Vice President for Advancement in consultation with Capital Planning.

Unless specified or covered by another funding source, the donor gift fund shall be responsible for all costs associated with the purchase and installation of the tribute, including expenses for memorial or dedication events.

If official guidelines have been established and pre-approved by the Vice President for Advancement, commemorative or memorial bricks, trees, benches, honor walls and other minor physical markers may be installed on campus, upon receipt of sufficient gift funds for the project.

X. Corporate Recognition

Corporate sponsorship on campus signage and via university publications must not advertise a specific product and must not appear to be similar to regular paid advertising pursued by the donor via commercial media. Due diligence must be thorough to avoid the appearance of any conflicts of interest or unacceptable level of commercial influence.

Generally, no corporate logos, including wordmarks, are to be used on any facility signage in recognition of a naming gift. Only the plain text-format (non-logo) name of a corporate donor may be shown on physical plant signage, as approved by the university. Exceptions to this policy may be made, on a case-by-case basis, with the approval of the CSU Board of Trustees.

Events sponsorships – Corporate sponsors of university events may be recognized with plain, text-format names and/or logo/wordmarks in print and electronic publications, depending on their level of support. It is encouraged that a brief disclaimer be shown in related publications indicating no conflict of interest is apparent, especially if an event is organized by an academic entity.

Academic entities – No corporate logos/wordmarks are to be used to recognize a company's support of a named chair, college, center, program, or other academic entity. Only the plain text-format (non-logo) name of a corporate donor may be shown to recognize the support of an academic entity, as approved by the university, in print and electronic publications. It is



encouraged that a brief disclaimer be shown in related publications indicating no conflict of interest is apparent.

Inclusion on a campaign-specific donor wall or other recognition vehicles, such as campaign-specific publications, shall generally include all donors (except those who have indicated that they wish to stay anonymous) who committed to gifts and pledges during a campaign counting period.

XI. Record Keeping:

An inventory of campus approved naming recognition shall be archived under the following guidelines and authority:

- a) The CSU Chancellor's Office of Systemwide Advancement maintains an archive of all naming recognition approved by the CSU Board of Trustees.
- b) San Francisco State's President's Office maintains an archive of campus naming recognition approved by the CSU Board of Trustees and the campus president.
- c) San Francisco State's Vice President of Advancement maintains an archive of naming recognition approved by all entities – the CSU Board of Trustees, San Francisco State's President and San Francisco State's Vice President for Advancement.
- d) All donor gift agreements and records are maintained and archived by University Advancement.

XII. Rescinding Naming and Changing University Iconography:

A naming recognition may be reconsidered when circumstances materially change. Grounds for review may include a change in or withdrawal of permission to use the honoree's name; failure of the university or donor to fulfill a philanthropic commitment associated with the naming; or credible evidence that continued use of the name is inconsistent with university integrity, harms the University's reputation, or significantly diminishes inclusion within the University community. The CSU Board of Trustees or University President may exercise the authority delegated to them to rescind a naming recognition.

Any member of the university community (faculty, staff, student, alumni or community partner) can submit a request to the Vice President for Advancement to review a naming or university iconography. The request should describe:

- The specific circumstance(s), behavior(s) or conduct by the person or entity after whom a feature is named and how it violates the University's mission, core values and principles;



- The sources and strength of the supporting evidence; and
- The nature, depth, and extent harm that the continued use of the name may inflict negatively on the University's integrity, reputation, or communities.

The Vice President for Advancement may ask additional questions and seek input from relevant campus constituents (employees, alumni, donors) before making a recommendation to the President on a recommended scope of review.

The President will decide whether to proceed with the review and, if approved, it will be assigned to the San Francisco State University Naming Committee.

All efforts will be made to appoint committee members with a demonstrated ability to conduct an equitable and fair review that considers a wide variety of information and evidence. As such, as a part of the review process, the San Francisco State University Naming Committee may conduct interviews, review scholarly materials, and examine other information or evidence as deemed relevant to the naming or campus iconography in question.

In each case, the campus is expected to seek advice from university counsel and the CSU Office of Systemwide Advancement. The final recommendation will be made to the university president who will determine next steps, which may include submitting the renaming for consideration by the Chancellor or CSU Board of Trustees, if applicable.

If a decision is made to change a name, San Francisco State University will engage in a process to select a new name via the San Francisco State University Naming Committee. The university will retain the option to create permanent educational information so that current and future community members will be able to learn about the previous name and namesake, how and why the decision to change the name was made, and why the new name was chosen. This permanent education could be in the form of a plaque, exhibit, website, university archives or other media.

XIII. Naming Life Expectancies and Terms:

The function of facilities, features or programs on any university campus is fluid, depending on many factors. If the named entity has reached its life expectancy¹⁰ or term-end as defined in the terms of the gift contract, the naming will generally not be transferred. At the time of replacement, the original donor will have first right of refusal to provide a new gift to continue

¹⁰ Typically, 30 years



the naming opportunity. If a donor is no longer living, the donor family, corporation or its successor, will be solicited. If no agreement is reached, the naming rights will be made available to others.

XIV. References:

The following policies and guidelines are referenced:

[CSU13646351](#): Naming of CSU Facilities and Properties

[CSU10754719](#): Delegation of Authority; Naming of CSU Facilities and Properties

[CSU13646366](#): Naming of CSU Academic and Athletic Programs

[CSU10754783](#): Delegation of Authority; Naming of CSU Academic and Athletic Programs

Procedures related to this Policy include:

SF STATE Guidelines on Naming Valuation

SF STATE Guidelines on Recognizing Planned Gifts

SF STATE Guidelines on Recognition Markers and Signage

SF STATE Guidelines on Renaming and Changes to Iconography

FURTHER INFORMATION

Please contact the Office of the Vice President for Advancement (415) 338-2517.

XV. Definitions:

- **Valuation:**

1. the act or process of valuing, *specifically*: appraisal of property
2. the estimated or determined market value of a thing
3. judgment or appreciation of worth or character

- **Honoree:** The individual, family, organization, or entity whose name is proposed for or associated with a naming recognition.

- **Donor:** An individual or entity that makes or commits to a philanthropic gift to the university or an affiliated organization for the benefit of the university.

- **Term Naming:** A naming recognition approved for a specified period, after which the naming expires unless renewed or otherwise authorized under this policy.

- **Naming Recognition:** The formal association of an individual's, family's, organization's, or entity's name with a university facility, property, feature, program, position, scholarship, fellowship, or other institutional assets, as approved under this policy.

Donor-Supported Naming: A naming recognition granted in connection with a philanthropic gift or commitment that benefits the university.



- **Honorary Naming:** A naming recognition granted without an associated philanthropic gift to recognize an individual or entity for extraordinary service, achievement, distinction, or contributions to the university, the CSU, or the public.
- **Major Naming:** A naming recognition involving a facility, property, academic program, athletic program, or other institutional asset classified as major under applicable CSU policy and subject to approval by the CSU Board of Trustees or other authority designated by CSU policy.
- **Minor Naming:** A naming recognition involving a facility, feature, program, or other institutional asset classified as minor under applicable CSU policy or delegated naming authority.
- **Commercial Naming:** A naming recognition involving a for-profit business, corporation, commercial entity, product, or service in exchange for financial or other consideration. Commercial naming is generally granted for a defined term and is subject to applicable university and CSU restrictions regarding advertising, endorsement, and commercial influence.
- **Auxiliary Organization:** An entity organized and operated in accordance with applicable CSU requirements to provide services or functions that support the university's educational mission and that is legally separate from the university.
- **Useful Life:** The period during which a named facility, feature, program, or other institutional asset continues to serve substantially the same function or purpose for which the naming recognition was approved. For a facility or physical feature, useful life generally ends when it is demolished, replaced, substantially renovated, or otherwise ceases to serve its original function.
- **Current-Use Gift:** A philanthropic gift intended to be expended for its designated purpose within a specified period rather than invested to provide ongoing distributions. A naming recognition associated with a current-use gift may be granted for a defined term as provided in the applicable gift agreement.
- **Endowment:** A philanthropic fund established through a gift or gifts in which the principal is invested, and distributions are made in accordance with applicable university or San Francisco State University Foundation policies and the terms of the gift agreement to provide ongoing support for a designated purpose.
- **Naming Opportunity:** A University facility, property, feature, program, position, scholarship, fellowship, or other institutional asset that may be considered for naming recognition in accordance with this policy.

XVI. Searchable Words:

1. Naming Policy
2. Naming and Valuation Policy

ADDENDUM A

SAN FRANCISCO STATE UNIVERSITY – PROPOSED GUIDELINES FOR NAMING VALUATIONS AND PAYOUT MODELS

Positions						
Opportunity	Endowment Gift Range	Type of Gift	Estimated Annual Payout or Annual Current Use Gift	Term	Approval Level	General Purpose/Description
Dean	\$7,500,000 - \$10,000,000	Endowment	\$300,000 - \$400,000	Useful Life	President	This administrative endowed position is held by the highest-ranking leader of a college or school. Funds provide salary support for the position and unrestricted discretionary support for the college/institute/program: first 75% of payout goes towards the cost of the existing position; last 25% provides discretionary support that goes into Dean's discretionary fund.
Faculty Chair (existing position)	\$2,000,000	Endowment	\$80,000	Useful Life	President	An endowed chair for an existing faculty position provides support for the chairholder's pedagogy, research, and study in a particular academic discipline. Funds provide salary support for the position and a stipend according to the following formula: first 75% of payout goes towards the cost of the existing position; the remaining 25% provides a stipend for the chair holder that can be used for research, conference travel, or a course release.
Faculty Chair (new position)	\$5,000,000 - \$10,000,000	Endowment	\$200,000 - \$400,000	Useful Life	President	Endowing a chair for an entirely new position provides the university support to bring on a new faculty line that doesn't already exist on campus, fully supporting the chairholder's pedagogy, research, and study in a particular academic discipline. Gift amounts will vary depending upon discipline and level of seniority, and must be determined via close collaboration among Advancement, Academic Affairs, and the prospective donor. The gift amount must cover the total cost of salary and benefits for the new position, plus additional

						overage to account for anticipated cost of living adjustments for faculty salaries in the future.
Visiting Scholar	\$500,000	Endowment	\$20,000	Useful Life	President	A visiting professional who provides support for a term-limited academic or non-academic appointment. These appointments allow experienced scholars and/or professionals an opportunity to bring their expertise to San Francisco State's students. Funds are generally used for salary, travel, professional development or programmatic support for the unit. Funding can be endowed or multi-year current use.
Program Support						
Opportunity	Endowment Gift Range	Type of Gift	Estimated Annual Payout or Annual Current Use Gift	Term	Approval Level	General Purpose/Description
Academic College	\$20,000,000 - \$50,000,000	Endowment	\$800,000 - \$2,000,000	Useful Life	Board of Trustees	To provide transformative support to a single Academic College. Funds are generally used to provide support for the college's teaching activities and programs that may include discretionary support for key programs/initiatives, course releases for faculty to enable them to lead specific initiatives, particular student programs, and/or other activities based on the mutual agreement of the Provost's Office and relevant Dean.
Major University Program / Non-Academic Department	\$10,000,000 - \$30,000,000	Endowment	\$400,000 - \$1,200,000	Useful Life	Board of Trustees/ Chancellor	To provide transformative support to a non-academic program or unit. Funds are generally used to provide valuable financial resources to the unit. Examples at SFSU may include Gator Athletics.

University Center/Institute	\$10,000,000	Endowment	\$400,000	Useful Life	Chancellor	To provide transformative support for an existing Research and Service Organization (RSO) center or institute that is multi-disciplinary/university-wide in nature and supports San Francisco State's ongoing mission and the center/institute's priorities and reputation. Consistent with SFSU policies, RSOs need to be fully self-supporting, so any naming gift should provide all or the majority of an RSO's core operating and staffing budget in perpetuity.
College-specific Center/Institute	\$3,000,000	Endowment or Current Use	\$120,000	Term or Useful Life	University President	To provide transformative support for a center or institute within a single college or unit that supports San Francisco State's ongoing mission and the center/institutes priorities and reputation. Funds are generally used to provide valuable financial resources to the unit.
Student Services Program	\$3,000,000 - \$7,000,000	Endowment	\$120,000 - \$280,000	Useful Life	University President	To provide transformative support for an existing student-focused program. Examples at SFSU may include Guardian Scholars, Project Rebound, or the Presidential Scholars Program.
Collections/Archives	\$500,000 - \$1,000,000	Endowment or Current Use	\$20,000 - \$40,000	Term or Useful Life	Vice President Advancement	To provide support for an existing or acquisition of a new collection of books, art, scholarly documents or other media around a central theme or historical purpose. Current use funds are generally used to transport, inventory, catalog, preserve or display the collection and endowment funds are generally used to support on-going access, scholarly lectures, programming and promotion of the collection. If most of the funds are not endowed, the naming should be termed.

Lecture / Workshop Series or Program	\$250,000	Endowment or Current Use	\$10,000	Term or Useful Life	Vice President Advancement	To provide continuous or termed support for a guest lecture series. Guest lectureships aid the University in developing and teaching a new course curriculum or to bring distinguished scholars, writers, and artists to campus to engage campus constituents for a defined period of time. Funding can be either endowed or current use. If a majority of the funds are not endowed, the naming should be termed.
Student Support/Scholarships						
Opportunity	Endowment Gift Range	Type of Gift	Estimated Annual Payout or Annual Current Use Gift	Term	Approval Level	General Purpose/Description
Graduate Student Fellowships/Teaching Associates	\$100,000	Endowment	\$4,000		Vice President Advancement	Graduate Fellowships help fund enrolled students' tuition and fees, salary or other expenses over a specified amount of time, allowing SFSU to attract promising Masters or post-baccalaureate scholars.
Donor Named Endowed Scholarship	\$25,000	Endowment	\$1,000	Useful Life	Vice President Advancement	Scholarship endowments help support students' tuition, fees, housing or other expenses related to the total cost of attendance in perpetuity.
Donor Named Current Use Scholarship	\$5,000	Current Use	N/A	Term	Vice President Advancement	Named Current Use scholarships can support students' tuition, fees, housing or other expenses related to the total cost of attendance.

Facilities and Physical Space

For existing construction, SFSU recommends that a gift amount equal 10% – 30% of new capital improvement costs or the appraised value of existing property. For new construction, the naming gift should equal between 30% - 50% of the total construction budget.

Opportunity	Endowment Gift Range	Type of Gift	Estimated Annual Payout or Annual Current Use Gift	Term	Approval Level	General Purpose/Description
Campus Building and/or Wings	\$5,000,000 - \$50,000,000	Endowment or Current Use	\$200,000 - \$800,000	Term or Useful Life	Board of Trustees	Named in recognition of a donor's transformative support to the university or in honor of or in memory of a person or family name significant to the support of the university. Gift amount dependent upon prominence, use and scope of facility coupled with the unit philanthropic need. Funds are generally used to upgrade the space or provide valuable financial resources to the university and/or unit housed in the facility. The age/useful life of the existing facility should be considered when determining term or life naming rights.
Athletic Fields or Structures	\$3,000,000 - \$15,000,000	Endowment or Current Use	\$120,000 - \$600,000	Term or Useful Life	Board of Trustees/ Chancellor	Named in recognition of a donor's transformative support to the Athletic program or in honor of or in memory of a person or family name significant to the support of the Athletic program. Gift amount dependent upon prominence, use and scope of facility coupled with the program/unit philanthropic need. Funds are generally used to upgrade the space or provide valuable financial resources to the unit or the individual sport program(s) utilizing the facility. The age/useful life of the existing facility should be considered when determining term or life naming rights.

Theaters	\$2,000,000 - \$10,000,000	Endowment or Current Use	\$80,000 - \$400,000	Term or Useful Life	Chancellor / University President	Named in recognition of a donor's transformative support to the university arts program or in honor of or in memory of a person or family name significant to the support of the university or arts program. Gift amount dependent upon prominence, use and scope of facility coupled with the program/unit philanthropic need.
Galleries	\$1,000,000 - \$3,000,000	Endowment or Current Use	\$40,000 - \$120,000	Term or Useful Life	University President	Named in recognition of a donor's support to the unit or in honor of or in memory of a person or family name significant to the support of the unit or university. Gift amount dependent upon prominence, use and scope of gallery coupled with the program/unit philanthropic need.
Lounges/Dining	\$500,000 - \$3,000,000	Endowment or Current Use	\$20,000 - \$120,000	Term or Useful Life	University President	Named in recognition of a donor's support to the university or specific unit/program adjacent to the space if a lounge. Naming may also be in honor of or in memory of a person or family name significant to the support of the university or specific unit/programs adjacent to the space. Amount dependent upon prominence, use and scope of facility.
Laboratories	\$200,000 - \$2,000,000	Endowment or Current Use	\$8,000 - \$80,000	Term or Useful Life	University President	Named in recognition of a donor's support to the unit or in honor of or in memory of a person or family name significant to the support of the unit or university. Gift amount dependent upon prominence, use and scope of space or affiliated program coupled with the program/unit philanthropic need.

Large Classroom/Lecture Hall with 101+ seating	\$1,000,000 - \$5,000,000	Endowment or Current Use	\$40,000 - \$200,000	Term or Useful Life	University President	These are large and prominent classrooms on campus used for academic teaching, lectures and programming. Named in recognition of a donor's support to the university or unit or in honor of or in memory of a person or family name significant to the support of the unit or university. Gift amount dependent upon prominence, use and size of room, coupled with the unit philanthropic need.
Medium Classrooms from 50-100 seating	\$500,000 - \$2,000,000	Endowment or Current Use	\$20,000 - \$80,000	Term or Useful Life	Vice President Advancement	These are classrooms of various size and prominence used for academic teaching and study. Named in recognition of a donor's support to the university or in honor of or in memory of a person or family name significant to the support of the unit or university.
Small Classrooms up to 49 seating	\$100,000 - \$500,000	Endowment or Current Use	\$4,000 - \$20,000	Term or Useful Life	Vice President Advancement	These are small classrooms used for academic teaching and study. Named in recognition of a donor's support to the university or in honor of or in memory of a person or family name significant to the support of the unit or university. Funds must be unrestricted to provide valuable financial resources directed at the discretion of the university president.

Conference rooms	\$250,000 - \$2,000,000	Endowment or Current Use	\$10,000 - \$80,000	Term or Useful Life	Vice President Advancement	These are spaces of various size used for collaboration, meetings or gathering of groups within a specific unit or program area. Named in recognition of a donor's support to the unit or in honor of or in memory of a person or family name significant to the support of the unit or university. Gift amount dependent upon prominence, use and size of room, coupled with the unit philanthropic need.
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Outdoor Facilities and Physical Space

Opportunity	Endowment Gift Range	Type of Gift	Estimated Annual Payout or Annual Current Use Gift	Term	Approval Level	General Purpose/Description
Gardens/Groves	\$1,000,000 - \$5,000,000	Endowment or Current Use	\$40,000 - \$200,000	Term or Useful Life	Board of Trustees	Named in recognition of a donor's support to the university or specific unit/program(s) who manage the space. or in honor of or in memory of a person or family name significant to the support of the unit or university. Gift amount dependent upon prominence, use, and scope of area.
Plazas/Courtyards/Lawns	\$1,000,000 - \$5,000,000	Endowment or Current Use	\$40,000 - \$200,000	Term or Useful Life	Chancellor	Named in recognition of a donor's support to the university or specific unit/program(s) adjacent to the space, if applicable. Gift amount dependent upon prominence, use and scope of the area. Funds are generally used to upgrade or maintain the space or to provide valuable unrestricted financial resources to the university or identified unit. Funding can be either endowed or current use.

Benches	\$10,000 (new) \$5,000 (existing)	Current Use	Current Use	Useful Life	Vice President Advancement	Available for individual or group tribute and memorial recognition. Only standard San Francisco State benches are eligible. Standardized plaque size and inscription length. Gift amount inclusive of production and installation costs. Funds used to cover installation and program administration and maintenance.
Bricks – as part of a larger fundraising campaign	\$500	Current Use	Current Use	Useful Life	Vice President Advancement	Available for individual tribute and memorial recognition. Gift amount inclusive of production and installation costs. Standardized plaque size and inscription length. Gift amount inclusive of production and installation costs. Installation of other donor brick/tile/wall recognition projects require prior approval by the Vice President for Advancement.