

Capturing the Life Cycle of Named Giving Opportunities:

A Historical Perspective for Relationship Management

Kelly Brennan EdD

Associate Director of Donor Relations
and Services

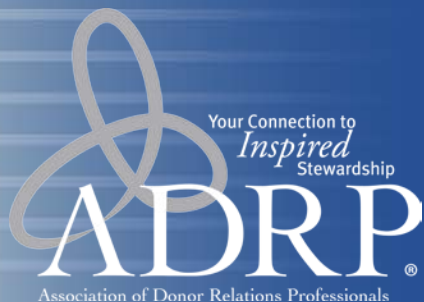
*Memorial Sloan Kettering
Cancer Center*





Life Cycle

- Focus on Database Maintenance



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Structure and Staffing Audience Survey

- NGOs where housed in your org?
- Staffing
- Resources
 - Database
 - » Universally Viewable
 - Spreadsheets

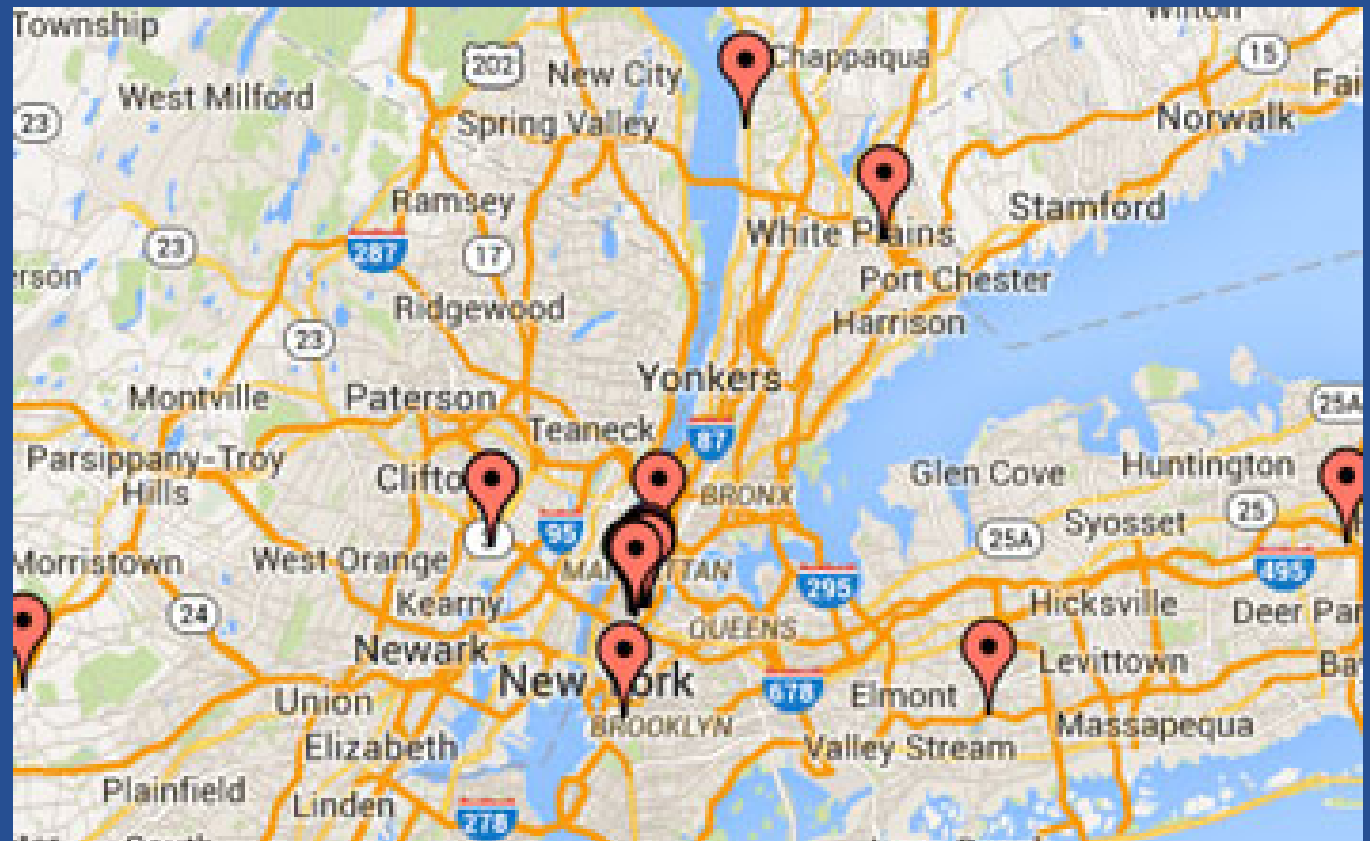
Audience Survey

- Is your database structured to capture the life cycle of the NGO?
- Has your organization had to relocate NGOs due to construction or other circumstances?
- Are NGO recorded in your database under individual donor/organization accounts, as opposed to as NGO specific accounts?

MSK Background

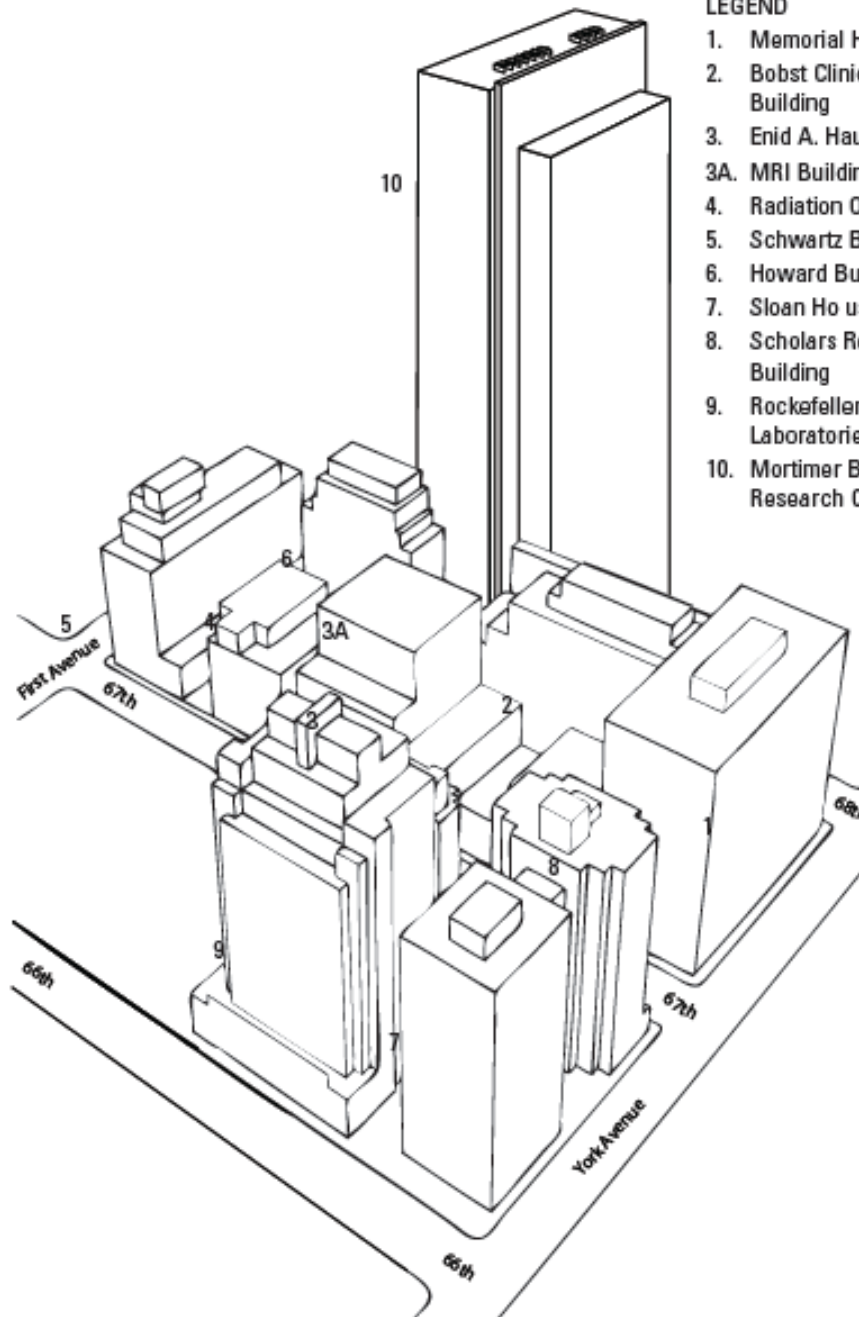
- 12+ Buildings
 - Hospitals, Specialties, Research
 - Donor Walls, Singular
 - Various Gift Levels
- Resources and Staffing
 - Database Maintenance

MSK Locations



LEGEND

- 1. Memorial Hospital
- 2. Bobst Clinical Office Building
- 3. Enid A. Haupt Pavilion
- 3A. MRI Building
- 4. Radiation Oncology
- 5. Schwartz Building
- 6. Howard Building
- 7. Sloan Ho use
- 8. Scholars Residence Building
- 9. Rockefeller Research Laboratories
- 10. Mortimer B. Zuckeman Research Center



Need to capture the Life Cycle

- Database Stages (Reporting)
 - Construction Projects
 - New Buildings

Database Maintenance Stages

- Waiting for Vendor Response
- Waiting for Donor Approval
- In Production
- Installed
- *Moved/Removed*
- *Changed*

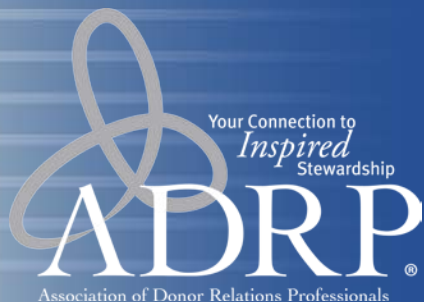
Naming Opportunities Style Guide

- Facilities Management
- Communications
- Vendor
- Style
 - Individual by building, specialty



Other Life Cycle Topics

- Length of NGO
- Pricing



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Creating a Naming Opportunities Network

Life Cycle

Pricing and Repricing

Donor Walls

Electronic Signage

Naming Agreements

Maintenance

THANK YOU!

- Kelly Brennan
- brennak3@mskcc.org