

Giving Your Recurring Giving Program an Identity

It is recommended that your recurring giving program have a name, and it is best if the name is connected to the work your organization does. A strong program identity is both a name and a visual mark; this worksheet walks you through both.

Instructions:

Consider the questions below and write your responses in the spaces provided. Sit with your ideas for a few days and see which ones resonate. Share them with your team, board, and key champions, and weigh their responses.

Examples

Use these as inspiration before you brainstorm. Notice how each name connects to the work and creates a sense of belonging.

ORGANIZATION	WHAT THEY DO	MONTHLY GIVING PROGRAM
Habitat for Humanity	Provide hope by building homes for people in need.	Hope Builders
Charity: Water	Provide clean and safe drinking water for people in need.	The Spring
Homes for our Troops	Build adaptive homes for injured veterans	Operation Lasting Support
The Adventure Project	Provide specialized support to increase the capacity for entrepreneurs in impoverished areas.	The Collective
Back to School Ministries	Provides students with the resources and support they need to thrive in school and at home.	Class Act

Brainstorm

1. Is there inspiration in the language of the industry or people you serve?

Your response:

2. Is there a scripture reference, a core value, or item that carries weight and meaning that is significant to your organization and would have broad recognition?

Your response:

3. Do the typical words of partner, circle, builder, etc, have any additional meaning in your context?

Your response:

4. Write down all the names that come to mind for your monthly giving program

Your response:

Choose your name

Test your candidate names from the brainstorm against these criteria, then carry your top one to three forward to share with your team, board, and champions.

- Is it connected to the work you do?
- Does it create a sense of belonging?
- Is it easy to say and recognize?
- Does it avoid being too generic or insider?

Your top one to three names:

Give it a visual identity

A program's identity is its name and its look. Sketch the direction here for inspiration; you can complete it later.

What visual identity could the program have (color, a mark or icon, overall style), and how does it connect to your overall brand while still standing on its own?

Your response:

How the name carries through

Your chosen name and identity do their real work in the Recurring Giving Communications Plan: welcoming new givers into a named community at onboarding, and showing up in every touchpoint. The Program Checklist points back to this worksheet for that reason.