



**DONOR RECOGNITION & NAMING OPPORTUNITIES**

Friends of Willow River & Kinnickinnic State Parks, Inc. is offering a limited number of naming opportunities during this campaign. You may wish to associate your name permanently with the Friends of Willow River & Kinnickinnic State Parks or honor a family member, friend or colleague. Whatever you choose, the name will always be in a place of prominence. What does it mean to truly honor or memorialize someone?

The Campaign Cabinet is responsible for the review of all naming requests prior to discussion with prospective donors or honorees.

**Named Buildings, Rooms & Spaces**

Donors to the Capital Campaign that make significant gifts will be recognized with naming opportunities on the building, rooms, spaces and gathering spaces both indoor and outdoor

**Plaques & Identifications Markers**

Donors to the capital campaign that make gifts between \$10,000 and \$100,000 will be recognized with either a plaque or identification marker that recognizes the contributor on the wall near the room or space.

**Donor Wall**

All donors to the capital campaign will be acknowledged with a written letter of appreciation, have their names listed in publications and be recognized in a permanent manner on the donor wall at the Nature center.

**Naming Opportunities**

*"In every walk with Nature one receives far more than he seeks." — John Muir*

| Friends of Willow River & Kinnickinnic<br>New Nature Center Naming Opportunities | Number of<br>Units | Minimum<br>Gift/Unit |          |
|--|--------------------|----------------------|----------|
| Willow River Nature Center   | 1                  | \$1,000,000          |          |
| Indoor Gathering Space   | 1                  | \$500,000            |          |
| Exhibit Gallery  | 1                  | \$500,000            |          |
| Outdoor Gathering Space  | 1                  | \$250,000            |          |
| Amphitheatre   | 1                  | \$250,000            |          |
| Fire Pit   | 1                  | \$150,000            | Reserved |
| Classroom #1   | 1                  | \$150,000            | Reserved |
| Classroom #2   | 1                  | \$100,000            |          |
| Outdoor Classroom #3   | 1                  | \$100,000            |          |
| Fire Pit and Gathering   | 1                  | \$50,000             |          |
| Butterfly Garden   | 1                  | \$50,000             |          |
| Outdoor Bird Observation   | 1                  | \$50,000             |          |
| Indoor Bird Observation & Learning   | 1                  | \$50,000             |          |
| Willow River Naturalist Office   | 1                  | \$25,000             |          |
| Friends of Willow River & Kinnickinnic Office                                    | 1                  | \$25,000             |          |
| Picnic Table & Park Benches  | 10                 | \$10,000             |          |
| Plant a Tree   | 25                 | \$5000               |          |
|  | 50                 | \$2500               |          |

\*The following are examples of naming opportunities with suggested giving levels.



“Unrestricted” gifts to the **Paths to Discovery Campaign** are what will allow the Friends of Willow river to sustain its mission and help our community in perpetuity

What does it mean to truly honor or memorialize someone? A variety of recognition opportunities are offered in our **Paths to Discovery Campaign** to encourage the fulfillment of our campaign objectives and to recognize significant commitments. All donations will be recognized in suitable ways.

The Friends of Willow River & Kinnickinnic State Parks is offering a limited number of naming opportunities during this campaign. You may wish to associate your own or your family’s name permanently with the Friends of Willow River & Kinnickinnic State Parks or honor a family member, friend or colleague. Whatever you choose, the name will always be in a place of prominence.

### **Permanent Recognition and Donor Appreciation**

All donors to the capital campaign will be acknowledged with a written letter of appreciation, receive a charitable tax receipt, have their names listed in the Friends of Willow River & Kinnickinnic State Parks publications and be recognized in a permanent manner on our donor wall in the new Nature Center.

To acknowledge special contributions to the campaign, names of all donors will be listed in campaign publications and website unless anonymity is requested.

Each and every financial gift to the Friends of Willow River & Kinnickinnic State Parks is graciously received as it gives us the means to further our pursuit and the realization of the Campaign. In addition to our deep appreciation, generous gifts of \$10,000 or more are recognized and celebrated.

There are many ways to associate the name of an individual, family, foundation and corporation with an aspect of the endowment campaign. Campaign staff and volunteer leadership can assist you in determining this lasting remembrance. Pledges are payable over a 5-year period. Recognitions are made upon receipt of pledges.

### **Governance of Naming & Recognition**

This document governs the naming of the Nature Center entities and physical spaces at the New Nature Center.

Recommended funding levels and proposed names for buildings, physical facilities or spaces must be reviewed by the Board President prior to the Board of Directors approval. Friends of Willow River & Kinnickinnic State Parks must give final approval for all naming’s.

If, at any time, circumstances change such that the continued use of an approved name may compromise the Friends of Willow River & Kinnickinnic State Parks integrity or reputation, the Board of Friends of Willow River & Kinnickinnic State Parks may amend or remove the name

For more information about:

Email: [paths@willowkinnifriends.org](mailto:paths@willowkinnifriends.org)

You may also call (715) 255-0434.

### **Paths to Discovery Capital Campaign**

Friends of Willow River & Kinnickinnic State Parks, Inc.

Willow River State Park

1034 County Road A

Hudson, WI 54016