

Monthly Giving Program

Naming Checklist

These questions can help you decide on the right name for your recurring giving program.

Mission Alignment

- ☐ Does the name reflect the mission and values of our organization?
- ☐ Does the name convey the impact donors will have by joining the program?

Clarity and Memorability

- ☐ Is your name clear, concise, and easy to remember?
- ☐ Does the name have any complex or abstract elements that might confuse potential donors?

Relevance to Audience

- ☐ Does the name resonate with your target audience's interests, motivations, and aspirations?
- ☐ Is the name likely to appeal to your audience and make them feel connected to the program?

Differentiation

- ☐ Does the name distinguish your program from other membership donation programs in the nonprofit sector?
- ☐ Does the name highlight unique aspects of your program?

Inclusivity

- ☐ Is the name inclusive and welcoming to all potential donors?
- ☐ Are there any elements of the name that might alienate certain demographics?

Brand Consistency

- ☐ Does the name align with your organization's overall branding and messaging?
- ☐ Does the name fit with your brand identity and reinforce your values and personality?

Longevity

- ☐ Do you foresee the name will remain relevant and effective over time as your organization grows and evolves?
- ☐ Do you think the name will be adaptable when you make changes in your programs or focus areas?

Legal and Ethical Considerations

- ☐ Have you checked for any legal restrictions or trademark issues related to the name?
- ☐ Does the name comply with relevant regulations and ethical standards in the nonprofit sector?



Use this checklist in conjunction with these two guides for the ultimate impact:

- **How to Build a Monthly Giving Program**
- **130 Unique Monthly Giving Name Ideas**



By answering these questions thoughtfully, you can determine a name for your monthly giving program that effectively communicates your mission, resonates with your audience, and inspires support for your cause.