



## Growing with Purpose Capital Campaign Donor Benefits

	\$100,000+	\$50,000+	\$25,000+	\$10,000+	\$5,000+
<b>NFCC Website<sup>1</sup></b>	Logo on Home and Partner Pages w/ Hyperlink	Logo sized by Level on Partner Page w/ Hyperlink	Logo sized by Level on Partner Page w/ Hyperlink	Name on Partner Page	Name on Partner Page
<b>NFCC E-Newsletter</b>	Spotlight article highlighting gift and partner	Spotlight article highlighting gift and partner	Gift and partner listing		
<b>NFCC Annual Report</b>	Logo	Name	Name	Name	Name
<b>NFCC <i>All Hands</i> Printed News Magazine (Spring 2021)</b>	Logo	Logo	Name	Name	Name
<b>Social Media Exposure</b> <ul style="list-style-type: none"> <li>• Facebook (4,783 followers)</li> <li>• Twitter (1,537 followers)</li> <li>• Instagram (1,165 followers)</li> <li>• LinkedIn (418 followers)</li> </ul>	Recognition on all social media platforms, featuring logo or provided photo	Recognition on all social media platforms, featuring logo or provided photo	Inclusion in social media group post of large donors		
<b>Media Release<sup>2</sup></b>	Exclusive media release	Inclusion in campaign media release	Inclusion in campaign media release		
<b>Naming Opportunity<sup>3</sup></b>	✓				
<b>Recognition from podium at Community Breakfast</b>	✓	✓			
<b>Team Building/Poverty Simulation<sup>4</sup></b>	✓	✓	✓		
<b>Donor Wall Listing</b>	✓	✓	✓	✓	
<b>Exclusive Group Volunteer Opportunities</b>	✓	✓	✓	✓	
<b>Invitation to Grand Opening Reception (Virtual)</b>	✓	✓	✓	✓	✓
<b>Invitation to NFCC Community Breakfast</b>	✓	✓	✓	✓	✓
<b>Private NFCC Tour</b>	✓	✓	✓	✓	✓

<sup>1</sup> Capital Campaign donors will be recognized as general NFCC donors until the campaign reaches the Public Phase (95% of total campaign goal raised). At that time, the donor's designation will be changed to capital campaign donor and the donor will be recognized as such.

<sup>2</sup> Businesses and organizations.

<sup>3</sup> Subject to availability. See *Naming Opportunities*.

<sup>4</sup> Two-hour role-playing exercise that explores the challenges that families in poverty face every day.



## Growing with Purpose Capital Campaign Naming Opportunities

October 2020

<b>Service &amp; Education Center (11275 Elkins Rd).....</b>	<b>NAMED</b>
Welcome Area.....	\$400,000
Technology Lab .....	<b>NAMED</b>
Classrooms (1 <b>NAMED</b> , 2 remaining).....	\$300,000 each
Board Room .....	\$300,000
Child Care Room.....	\$250,000
Large Conference Room.....	\$250,000
Small Conference Room.....	\$150,000
Break Room.....	\$100,000
Huddle Room .....	\$100,000

<b>Food Pantry/Thrift Shop Building (11270 Elkins Rd).....</b>	<b>\$1,000,000</b>
Welcome Area.....	\$300,000
Break Room.....	\$100,000

Listing on Donor Wall in Service & Education Center Welcome Area, \$10,000+