

**WORKSHEET: Naming Your Nonprofit:**  
**5 Steps to Name Your Nonprofit Organization**

**YOUR TAKEAWAY:** Complete each of the following steps will help you jump-start the naming process and help maximize your brilliance and creativity to create the nonprofit name that you'll be proud of....and everyone will be talking about!

**Let's get started with the five steps to generate a great nonprofit name:**

- STEP ONE: Brain Dump** - List ideas for names, keywords, and ideas that pop into your head. Have fun, and don't limit yourself, just get it all out!

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2. **STEP TWO:** Refine Your List Which of the above are: Easy to remember? Simple to say and spell? Descriptive of your mission? Which sound uplifting? Any negative cultural connotations? What about acronyms or how might people shorten the name (Example: YMCA)? Is a suitable website URL available?

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3. **STEP THREE: Run a “Friends & Family Focus Group”.** Don't just ask people if they “like the name.” Ask them to close their eyes and tell you the first thing that comes to their mind when you read the name. Have fun with this, they might come up with a better name than you are able to! Jot down notes while allowing them to do a bit of “free association” - and you'll likely come up with more than just a name!

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4. **STEP FOUR: Conflict Search and URL availability.** Google, and your Secretary of State's online name research tool are your best friends here. Take notes!

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5. **STEP FIVE: Name Reservation and/or Incorporation** - If you plan to use our nonprofit formation services you can skip Steps 4 and 5 - this is included in our [Instant Nonprofit 501\(c\)3 Formation Package. Just click here to get started!](#)

If you haven't made that decision and are still in the preliminary stages of creating your nonprofit identity, most states allow you to reserve the name for a period of time for a small fee. Considering the time and effort you've invested above, you don't want to lose the name you've come up with! Make any relevant notes here:

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**THANK YOU** for downloading this PDF resource.

We hope this exercise has helped you come up with a memorable, lasting name for your nonprofit organization! Our mission is to help 10,000 nonprofit founders to create positive change across the globe - and we hope you'll be one of them!

*If you'd like our help and are ready to get started, [you can sign up here.](#)*

*If you have questions about our 501(c)3 service, [book a no-cost consult here.](#)*