



## **BUSINESS NAMES:**

### **Top 5 “Creative” Names:**

- 1. Roar&Ruption Philanthropy I really like this concept - what about replacing Ruption with Rupture - Roar and Rupture Philanthropy**
  - a. Strong tension and interest created due to the high contrast between “roar&ruction” and “philanthropy”
  - b. Loud, bold, strong, and unafraid to change things up
  - c. Play on typical professional firm names (ie: [name] & [name])
    - i. This creates a professional association of the business in the audience’s mind
  - d. *Root Definitions:*
    - i. *Roar: A fierce, loud, or guttural cry*
    - ii. *Ruption: A breaking or bursting open*
  
- 2. Goodruption This actually might be my favorite -**
  - a. Implies that it’s a positive breaking up of: the world using philanthropy, and philanthropy itself
  - b. The word “Good” has strong associations with fundraising and philanthropy itself, so it will instantly connect with our audience, however, the addition of the root “ruption” will create curiosity and interest.
  
- 3. Rupt**
  - a. Short, bold, to the point
  - b. Latin root meaning to burst
  - c. More associations with other things since this is a real word, not a made-up one
  - d. Less immediately clear what business your in but the tagline would create the association with philanthropy
  
- 4. Burst&Well**
  - a. Implies “We’re breaking things up and feeling good about it!” also implies an internal/individual force: that each individual will experience a burst from inside and create change due to their own efforts.
  - b. Also play on typical professional firm names, familiar structure to audience
  - c. Burst can be taken to mean that it’s high energy for a short period of time but that depends on the viewer’s own associations with the word.

### **Top “Conventional” Names:**

- 1. Kathryn Dilworth (KD)**
  - a. The strong association of your business, your person, and your beliefs
  - b. Easiest google search
  
- 2. Social Capital Model (SCM)**
  - a. Strong association for your product



- b. Doesn't inspire or create any feeling
- c. Possibly turn off/ostracize the audience unfamiliar with the word/acronym

#### **Other Business Names (in no particular order):**

- Good+Rupt
- Ares Philanthropy
- Redrupt
- Boom and Bloom
- Crackn' Good
- Good Red
- Rupture Philanthropy
- Burst&Build
- GoodBurst
- Boom and Crack
- Phoniex Philanthropy
- Redbreak
- Social Burst
- Redstar

#### **Taglines:**

*The tagline should be short, memorable and a clear association with your business. (Ex: Nike's "Just Do it.")*

#### **Top 5 (in no particular order):**

1. Be Bold. Be Wild. Be Good.
2. Philanthropy that focuses on what matters
3. Be bold in your philanthropy
4. Being well from doing good
5. Cracking Up Philanthropy

#### **More:**

6. Redefining the philanthropy status quo
7. Philanthropy consultation with grit
8. Fundraise your own (optional: damn) way !!
9. Put the meaning back in fundraising
10. We're here to shake things up
11. **Bold. Authentic. Good. this one!!!**
12. Align your fundraising with your heart

**Goodruption**  
*Bold. Authentic. Good.*