

NAMING YOUR ORG OR INITIATIVE

Your mock organization or initiative does not necessarily have to be completely original (meaning it might exist in other communities) – but you will not be allowed to use existing entities and should be aware of any implications your name or ideas have (in translation, urban slang, or alternative meanings).

1. Identify 3-5 keywords or phrases you would search for to find an organization or initiative like yours.
2. Take the same 3-5 keywords and phrases and check them at thesaurus.com, Dictionary.com, and UrbanDictionary.com. What did you find?
3. When you think of your organization or initiative – what images, shapes, or other visuals come to mind? List 2-3.
4. What 2-3 attributes would you want future supporters to note to describe you as an entity? For example – trustworthy, reliable, passionate.
5. Check your ideas... identify 2-5 mock organization or initiative name ideas. Check each one on Google and Trademarkia.com and report on what you find. If your idea yields matching Google results or is trademarked – consider variations.
6. After completing step 5 – what is your final verdict? What is your final decision on an organization/initiative?