



## CAMPAIGN PLEDGE POLICY

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### Purpose

GreenUP is undertaking a multi-year fundraising programme to develop critical infrastructure at Ecology Park.

In the context of this Plan, purpose of this procedure is to clearly outline the parameters for accepting pledged gifts from individual or corporate donors.

Pledged gifts are understood to be donor commitments to give a specific dollar amount according to a fixed time schedule.

### Policy

During the first four years of the Ecology Park Five Year Plan (2017 – 2020), GreenUP will accept pledged gifts. The pledge period may not exceed the Plan period (to 2021), and the total number of years a gift can be pledged over will decrease each year:

<b>Year a pledge is made</b>	<b>Maximum number of years a pledge can be made over</b>
2017	5 years
2018	4 years
2019	3 years
2020	2 years
2021	Pledges must be fulfilled within the year

Pledges must be in the amount of \$1,000 per year or more.

## Procedure

For all pledges, a signed Letter of Intent and a payment schedule must be received before the gift will be included in any recognition materials or campaign publications.

Pledge reminders will be sent to donors 30 days in advance of the agreed upon payment date(s).

Pledged gifts will be recognized in the year that they are made, rather than the year(s) in which they are fulfilled. The official naming of buildings or other facilities will only occur at the end of the pledge period, once full payment is received.

In the event of the death of the donor, pledge balances will be written off when GreenUP is notified, unless there are provisions in the donor's will or the family has indicated an intent to complete the pledge.

The acknowledgement of any Named Opportunity associated with the pledge shall be removed if for any reason the pledge is not completed within the agreed upon payment schedule.



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Ivan Bateman, Board Chair



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Brianna Salmon, Executive Director

### **Related Policies & Procedures:**

- GreenUP Donor Privacy Policy
- GreenUP Donor Response Roles and Timelines Procedure



## PLEDGE LETTER OF INTENT

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**Donor Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Gift / Pledge Commitment:** \_\_\_\_\_ **to be paid over** \_\_\_\_\_ **years**

*All pledged gifts will be used toward the Ecology Park Five Year Plan. Pledged gifts may be used to support multiple Plan phases, depending on the year and time period in which the gift is received, and alignment with GreenUP's phased development schedule.*

**Donor Recognition:** \_\_\_\_\_

**Preferred Donor Name Listing** (if other than above): \_\_\_\_\_

*Donor Recognition will be consistent with GreenUP's Ecology Park Five Year Plan Donor Recognition Policy. Donors will be recognized based on the full pledged amount, however, the official naming of buildings or other facilities will only occur at the end of the pledge period, once full payment is received.*

### Payment Schedule:

**Amount \$** \_\_\_\_\_ **to be given:**

**Annually**       **Quarterly**       **Monthly**

**Signature of Donor:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signature of Executive Director:** \_\_\_\_\_ **Date:** \_\_\_\_\_