



Pledges Policy	
Responsible Official: Vice President for University Advancement	Responsible Office: University Advancement

Policy Purpose

ETSU University Advancement recognizes the value and the necessity of accepting pledges of future support for raising private funds in the ETSU Foundation. Pledges allow donors and prospective donors to make a commitment of future support. These pledges may also enable donors to give more generously than a one-time gift would allow if they give over a period of time.

Policy Statement

Given the critical importance of pledges in the overall fundraising efforts of the university and the ETSU Foundation, these policies shall provide guidance and procedures for the management of pledges.

Definitions

N/A

History

Effective Date: 07/24/2017

Revision Date: 10/31/2018

Revision Notes: This revision updates the format of the document, corrects punctuation, changes "Attachment 1" to simply "Attachment," and inserts verbiage allowing more flexibility in dealing with the duration and conditionality of pledges.

Procedure (s)

Attachments:

Sample Pledge Form/Memo

I. Process/Procedures:

- A. Pledges should be in writing and should, at a minimum, contain the following information:
 - 1) The name of the donor(s).
 - 2) The mailing address of the donor(s).
 - 3) The telephone contact information for the donor(s).

- 4) The e-mail address for the donor(s), if available and shared by the donor(s).
 - 5) The total amount of the pledge.
 - 6) The term of the pledge, and the amounts to be paid quarterly, annually, or with some other frequency of payment.
 - 7) The designated fund or funds in the ETSU Foundation for which the donor desires to provide support.
 - 8) Preference for receiving periodic payment reminders.
 - 9) The signature of the donor(s), except as otherwise provided in this policy.
- B. Documentation for pledges may be:
- 1) A general pledge form produced by ETSU University Advancement.
 - 2) A pledge form for a campaign pledge.
 - 3) A pledge form in connection with fundraising appeals including, but not limited to, the Annual Fund, Phonathon, annual calendar mailing, Faculty/Staff campaign, WETS-FM, or academic departmental/program appeals, etc.
 - 4) Written memoranda of record, which document a conversation and are signed by the donor, are acceptable for planned pledges and other pledges under \$1,000.
- NOTE: Sample documentation is in the Attachment. Additional pledge templates must contain all of the criteria above.
- C. Term or Duration of the Pledge. Pledge payments may be extended for a maximum of five years from the date of the pledge (excluding bequest and other planned giving instruments). Longer payment schedules will be reviewed on a case-by-case basis, but will generally not exceed ten years.
- D. Writing Off Pledges:
- 1) If a donor does not tender payments for a pledge according to his/her previously indicated installment schedule, then the development officer for the academic program or other area for which the pledge of support was made should talk with the donor to determine:
 - a) If the donor wishes to modify the current pledge regarding the amount, timing of installments, or in some other manner.
 - b) If the donor desires to terminate the pledge.
 - 2) If the donor desires to terminate the pledge, then the development officer will provide a written memorandum of record (e-mail is acceptable) to Advancement Services indicating the pledge should be written off, as no further payments will be made.
 - 3) If a pledge is not paid and the donor is unavailable to determine their intent, then the development officer will consult with the Vice President for University Advancement, or designee, and Foundation Accounting, as necessary, to determine whether a sufficient amount of time has elapsed. If the pledge should be written off, comply with paragraph 2d(2) above.
- E. Writing Off Pledges for Phonathon and other Annual Pledge Solicitations.
- 1) The Phonathon and other similar annual appeals may generate hundreds of pledges in a typical fiscal year, and many of these pledges are under \$100. Annual Giving will oversee a process of reminders for each Phonathon session (see the Annual Fund Plan for specifics). At the conclusion of that process, Annual Giving will request Advancement Services write off all outstanding pledges and provide documentation to that effect.

- 2) WETS. Write off after 18 months and a series of reminders.
- F. Planned Giving Pledges. Planned pledges shall remain open until fulfilled or until distribution from the donor’s estate is complete at which time any unpaid balance will be written off.
 - G. Reporting. All restricted and unrestricted pledges (excluding endowment, Phonathon, and WETS pledges) are reported to Foundation Accounting on a yearly basis for booking as receivables.
 - H. Conditional Pledges, other than for planned gift pledges as indicated herein, shall not generally be accepted.
 - I. Exceptions. The University President, in consultation with the Vice President for University Advancement/President-CEO of the ETSU Foundation, may make documented exceptions to any of these policies and procedures regarding, but not limited to, the booking and receiving of pledges, the term and duration of pledges, reporting, and writing-off of pledges.

Related Form(s)

N/A

Scope and Applicability

	Governance	
	Academic	
	Students	
	Employment	
	Information Technology	
	Health and Safety	
	Business and Finance	
	Operations and Facilities	
	Communications & Marketing	
X	Advancement	

Attachment – Sample Pledge Form/Memo

**East Tennessee State University
Statement of Financial Intent**

In consideration of my/our interest in supporting the mission of East Tennessee State University, I/we wish to make a gift as outlined below:

\$ _____ total pledge to be designated as follows:

_____ My/our pledge may be used for any University priorities.

_____ I/we would like to designate this pledge to be used as follows:

My/our gift commitment will be fulfilled in the following manner:

Total pledge of \$ _____ to be paid over _____ years (not to exceed five) as follows:

First pledge payment of \$ _____ to be made on or about _____ (date).

Remaining pledge payments to be made on the following schedule:

_____ annually, beginning on _____ (date).

_____ other _____

Would you like to receive pledge reminders? _____ Yes _____ No

***This commitment will be paid:** _____ with personal funds, _____ through a donor advised fund,
_____ through a family foundation, _____ other (please describe) _____*

***Note:** Matching gift programs generally will not commit to satisfying personal pledges. For this reason, matching funds cannot count as payments for personal pledge commitments. Matching gifts do qualify for full recognition credit and for credit toward projects as appropriate.*

_____ **For gift recognition purposes, please indicate below who should receive credit for the pledge and payments made:**

_____ **I/we wish to remain anonymous.**

Other specific Instructions: _____

Print Name _____ Signature: _____ Date: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Phone: Home ___ - ___ - _____ Business ___ - ___ - _____ Cell ___ - ___ - _____

Email Address: _____