



Annual Support Campaign

They said YES!! Now what?

ASC Pledge Forms & Payment Options

First, give yourself a huge pat on the back. The hard part is over – now to just dot the proverbial “I” and cross your “T”.

1. Provide the Donor with Payment Options

How can your donor pay their pledge? There are so so so many ways...

- They can attach a check or cash to their pledge form.
- The Y can charge their credit card monthly, quarterly or in a specific month sometime this year.
- We can add their gift to their monthly membership draft either in one lump sum or in monthly payments.
- The Y can send them an invoice to remind them to pay the pledge. Invoice reminders can be sent monthly quarterly or annually in the month of the donor’s choosing.

The only caveat? All pledges need to be paid in full by December 31, 2019.

2. Completing the Pledge Form

- Ask the donor to complete all the blanks on their pledge form. We need their full name, mailing address (for tax receipts) and preferred methods of contact. Please ensure they also indicate how they would like to be recognized or if they want to be anonymous.
- It’s critical that they indicate their payment option and fill in all the blanks necessary. For credit card payments, they must sign the form twice.
- Paying by credit card on file? We still need the donor to indicate the last four digits of the card they want to use. Many of our donors and members have multiple cards on file.
- They need to sign the pledge form!!
- Be sure to add your name under “Campaigner Name” so we can track who made this awesome and amazing ask.

3. Pledge Form Complete. What Next?

Be sure to turn in your completed pledge forms, along with notes on your contact and outreach to other prospects and past donors, at least once per week. This will help your center track and maintain strong focus on making their ASC goal!

4. Last, but not least, Say “Thanks”

This is the fun part. After the ask has been made and you’ve heard yes, you get to thank your donors! Feel free to be creative and have fun with this part!