



## NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

SEC. VIII

### PLEDGES

#### GUIDELINES

#### I. PURPOSE

The purpose of these guidelines is to outline the documentation needed to book pledges, what types of pledges are accepted, how those are recorded in the database, and the regular review of pledges. These guidelines do not address planned gift pledges.

#### II. DEFINITIONS

Pledge – A commitment to make a future gift.

Regular Pledge – A pledge commitment that will be paid within in the fiscal year, usually within 90 days of the commitment receipt.

Multi-Year Pledge – A pledge commitment that will be paid over a period of multiple years. Per the university's Campaign Gift Acceptance and Reporting Standards Policy<sup>1</sup>, the length of time for these pledges should not exceed five years without special consideration.

Recurring Gift Pledge – A pledge that will be paid over a recurring period, usually monthly, via bank draft, credit card draft, or payroll deduction. Recurring gift pledges can be booked for up to five years, depending on the type of pledge and method of payment.

#### III. GUIDELINES

<sup>1</sup><http://www.ncat.edu/legal/policies/sec8-univ-adv/ADVAN-Campaign-Gift-Accept-Report-Stand-2017-Posted.pdf>

<sup>2</sup> *CASE Reporting Standards & Management Guidelines for Educational Fundraising*, 4<sup>th</sup> Edition (Washington, DC: Council for Advancement and Support of Education, 2009): 19

- Per Case Guidelines<sup>2</sup>, only the entity exercising legal control over the assets to be given can make a pledge. An individual cannot make a pledge that includes anticipated matching contributions from an employer or some other source. Nor can an individual commit funds that may come from a donor advised fund or community foundation.
- If groups, such as alumni chapters or classes, would like to start a group pledge, those pledges should be booked on individual records that will then make up that group commitment. This does not preclude those groups from having a larger fundraising goal.
- If another individual or entity, that is not legally restricted from doing so, would like to make a payment on a pledge made by another constituent, that donor should provide these wishes in writing when making the donation.
- Pledges can be either oral or written. Oral pledges are received via the telefundraising program. All other pledges are written according to the procedure outlined below.

#### **IV. PROCEDURE-- DOCUMENTATION**

##### Oral Pledges

- Oral pledges are received via the telefundraising program and uploaded to Banner. These are the only pledges that are acceptable to record in the database without written documentation.

##### Written Pledges

- Regular, multi-year, and recurring pledges not received through the telefundraising program, should be documented in writing and signed by the intended donor, either via an annual fund pledge form, a multi-year pledge form, an endowed fund agreement, or a current use fund agreement. All of these forms are available on the Advancement shared drive – Advancement Services – Advancement Services Resources Folder.
- Once received, these forms should be mailed or hand delivered to the Advancement Office – 400 Dowdy. They are then handled and processed according to the University Advancement Gift Handling Guidelines.

#### **V. REMINDERS**

##### Regular Pledges

- Reminders are sent for Regular Pledges by Annual Giving on a schedule determined by that team.

##### Multi-Year Pledges – Reminders and Review

- Reminders are sent for Multi-Year Pledges by the Advancement Services team, according to the installment schedule specified in the original pledge documentation.

#### **VI. REVIEW**

##### Regular Pledges

<sup>1</sup><http://www.ncat.edu/legal/policies/sec8-univ-adv/ADVAN-Campaign-Gift-Accept-Report-Stand-2017-Posted.pdf>

<sup>2</sup> *CASE Reporting Standards & Management Guidelines for Educational Fundraising*, 4<sup>th</sup> Edition (Washington, DC: Council for Advancement and Support of Education, 2009): 19

Regular pledges not received by the end of the fiscal year are reviewed by Advancement Leadership in August following the close of the fiscal year to determine a plan of action. Customarily, those under \$1,000 are written off, those \$1,000 and over are reviewed and either written off, or canceled and re-entered for the current fiscal year.

#### Multi-Year Pledges

Multi-Year pledges are reviewed twice annually, by the AVC of Advancement Services in collaboration with appropriate fundraising personnel, to determine a course of action for any past-due or behind schedule.

### **VII. OVERPAYMENT**

If a pledge payment results in an amount exceeding the original pledge, the pledge will be fulfilled, and any excess recorded as an outright gift.

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<sup>1</sup><http://www.ncat.edu/legal/policies/sec8-univ-adv/ADVAN-Campaign-Gift-Accept-Report-Stand-2017-Posted.pdf>

<sup>2</sup> *CASE Reporting Standards & Management Guidelines for Educational Fundraising*, 4<sup>th</sup> Edition (Washington, DC: Council for Advancement and Support of Education, 2009): 19