

# ELEMENTS OF A PLEDGE CARD

## Standard to Pledge Cards

- Logo and theme
- Personal information: Name, address, contact.
- Pledge amount for coming year.
- ACTION: Include the next step: how to return the pledge information (mail or submit online or call/email).
- Church physical address and website.

Many – but not all - pledge cards include a combination of these:

- Why Pledge: Example - *We invite you to reflect on the ministry you make possible through pledging a financial gift for the upcoming year. Your commitment helps us forecast the action and impact that we will have in the community.*
- Frequency of Gifts: Checkboxes Weekly, Monthly, Quarterly, Annually.
- Checkbox: Do you need envelopes
- Method of giving: Cash, check, securities, IRA QCD, DAF, etc.
- Planned giving checkboxes: Have you left the church in your estate plan? Would you like more information?
- Signature
- Personalized Info: past pledge history and hypothetical increase of \_\_%
- Proportional Giving Chart.

**LOGO**

Sample Pledge Card

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Name(s)

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Address

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City State Zip

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Phone Email

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**PLANNED GIVING**  
 I/we have made a charitable gift through our estate plan.  
 I/we would like information about ways of making a planned gift from my/our estate.

*In thanksgiving for all that God has given*  
*I wish to return a portion of the abundant blessings I have received to be used by my church. After prayerful consideration, I/we have made the following pledge:*

Pledge History		Increase over 2020	
2020	\$5,250	5%	\$5,513
2019	\$5,000	10%	\$5,775

My/Our Pledge

\$ \_\_\_\_\_

Estimate of Giving 2021

pledge online at [www. .org](http://www. .org)

### PROPORTIONAL GIVING CHART

Annual Income	3%	5%	10%	15%
\$30,000	\$900	\$1,500	\$3,000	\$4,500
\$40,000	\$1,200	\$2,000	\$4,000	\$6,000
\$50,000	\$1,500	\$2,500	\$5,000	\$7,500
\$75,000	\$2,250	\$3,750	\$7,500	\$11,250
\$100,000	\$3,000	\$5,000	\$10,000	\$15,000
\$150,000	\$4,500	\$7,500	\$15,000	\$22,500
\$200,000	\$6,000	\$10,000	\$20,000	\$30,000
\$250,000	\$7,500	\$12,500	\$25,000	\$37,500

**WHY PLEDGE?**

We invite you to reflect on the ministry you make possible through pledging a financial gift for the upcoming year.

Your commitment helps us forecast the action and impact that we will have in the community.

Please make your pledge online at [www. .org](http://www. .org) or Address or other method of return