Focused Fundraising: The Conservancy’s “Adopt-A” Programs

Caitlin LaMorte, Associate Director, Women’s Committee, Central Park Conservancy
Webinar Objectives

- **Describe** two signature fundraising programs, Adopt-A-Bench and Endow-A-Tree
- **Review** program policies and strategies
- **Examine** how the Conservancy tracks and manages these assets
- **Discuss** program enhancements and improvements
- **Share** five key takeaways when developing and operating an endowment program for park assets
The Women’s Committee
Adopt-A-Bench
Adopt-A-Bench

When you choose to participate in the Central Park Conservancy Adopt-A-Bench Program, you are helping to maintain Central Park's 9,000 benches.

Not all benches without plaques are available. Please first consult our map of available bench locations in Central Park. We are happy to provide maps of any of your preferred locations.

Some areas of the Park no longer have benches available. These include: the Pond at 56th Street, Conservatory Water (Model Sail Boat Pond), the Altered Wonderland and Hans Christian Andersen statues, Cherry Hill, the East 57th Street entrance, the East 66th Street entrance, the West 66th Street entrance, the East 72nd Street entrance, the East 79th Street entrance, the East 82nd Street entrance, the East 90th Street entrance, the East 96th Street entrance, the East 100th Street, Strawberry Fields, The Loeb, the West 81st Street entrance, The Mall, Library Walk, Diminished Bed, and Adventure Playground.

We will acknowledge a donation of $100,000 with a personalized plaque on the bench of your choice. Multiple donors may contribute through tax-deductible donations. Full payment must be received before you can reserve a bench. Bench adoptions are fully tax-deductible, and payment can be made by check, credit card, or stock transfer.

I am interested in making a donation to the Adopt-A-Bench Program: $10,000

I am also making a tax-deductible contribution for the general maintenance and care of benches.

By submitting this form, I acknowledge that my contribution will be placed into the Adopt-A-Bench Endowment, the purpose of which is to maintain all Central Park benches and their environs, and that the Central Park Conservancy reserves the right to temporarily or permanently alter or relocate benches.

I understand that it is my responsibility to notify the Central Park Conservancy of any changes to my contact information.

I am interested in making a tax-deductible contribution for the general maintenance and care of benches.

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Please make check payable to the Central Park Conservancy and send it to:
Adopt-A-Bench Program, Women's Committee, Central Park Conservancy, 14 East 60th Street, New York, NY 10022

Phone: 212.310.8977 / Fax: 212.310.9985 / Email: benches@centralparknyc.org
Adopt-A-Bench

Available Benches in Central Park

Iconic locations where benches are available:
- Chess & Checkers House
- Delacorte Theater (backless)
- East Meadow
- Grand Army Plaza (backless)
- Great Hill
- Harlem Meer
- Heckscher Playground
- North Meadow
- The Ramble – currently undergoing renovations
- Sheep Meadow
- Tennis Courts

*Benches are also available along the perimeter and inside most playgrounds.
Adopt-A-Bench: Donor Recognition

I would like to adopt bench number:

How did you hear about the Adopt-A-Bench program?
☐ Word of Mouth  ☐ Saw plaques in the Park  ☐ Website  ☐ Adopt-A-Bench Committee Member
☐ Other: __________________________________________________________

Please choose from the fonts listed below and use the boxes to fill out the inscription.
(Please note that we cannot display graphics or logos on plaques).
☐ Lithos Pro — The quick brown fox jumps over the lazy dog.
☐ Helvetica — The quick brown fox jumps over the lazy dog.
☐ Lucida Calligraphy — The quick brown fox jumps over the lazy dog.
☐ Times New Roman — The quick brown fox jumps over the lazy dog.

Central Park Conservancy
Central to the park
Tree Trust
Tree Trust

Create a living memory... and protect Central Park’s most valuable resource.

Endow a tree and make a living memory that will last for generations to come. Make a contribution as a gift to celebrate important milestones, in honor of someone, or to celebrate a joyous occasion. When you endow a tree, your gift will help to improve and protect the natural environment and quality of life in New York City.

The Tree Trust of Central Park Conservancy offers the unique opportunity to support the care of Central Park’s 20,000 trees. All contributions to this Tree Trust are placed in an endowment fund to care for existing trees, and to fund the planting of new trees. Your gift will help ensure the legacy of Central Park’s trees.

Contribution Levels
All contributions to Central Park Conservancy Tree Trust are 100% tax-deductible.

Groves
Groves are defined as clusters of trees with four or more trees of the same species. You will have the opportunity to select a grove in consultation with a Conservancy tree expert. In-Park recognition of your contribution is an engraved bronze plaque affixed to a boulder which will be placed adjacent to the grove of your choice. Contact Colleen LaMorte at 212.330.6637 for more information on endowing a grove.

$12,000 - A Tree Family
For a gift of $12,000, you will have the opportunity to select a tree cluster family, a grouping of three trees of the same species in a landscape with the assistance of a Conservancy tree expert. In-Park recognition of your contribution is an engraved granite paving stone (see above for details).

$5,000 - A Remarkable Tree
For a gift of $5,000, you will have the opportunity to select an existing tree, with the assistance of a Conservancy tree expert. In-Park recognition of your contribution is an engraved granite paving stone installed at the southern end of The Mall, also known as Literary Walk. The paving stone will be engraved with the species selected, the year endowed, the donor’s name, and if desired, the name of someone the donor wishes to honor or memorialize.

$2,500 - Sapling Circle (5 or more)
For a gift of $2,500, you or the person you are honoring will receive a certificate with the date of the gift. Whenever you see saplings in the Park, you will know yours is among them.

$500 - Sapling
For a gift of $500, you or the person you are honoring will receive a certificate with the date of the gift. Whenever you see saplings in the Park, you will know yours is among them.

I am interested in donating to the tree trust in the amount of:

☐ $500  ☐ $2,500  ☐ $5,000  ☐ $12,000  ☐ Other: $__________

By submitting this form, I acknowledge that my contribution will be placed into the Tree Trust endowment, the purpose of which is to care for Central Park’s 20,000 trees. In the event that a tree I have selected is part of the recognition opportunity for my gift is damaged or removed, Central Park Conservancy will provide an alternative selection. It is my responsibility to update the Conservancy with current contact information. In our effort to preserve the Park’s natural resources, all can enjoy, the Conservancy reserves the right to accept multiple endowments per tree.

NAME
DATE

☐ IN HONOR OF (IF APPLICABLE)

☐ IN MEMORY OF (IF APPLICABLE)

HOMEBUSINESS
ADDRESS
CITY
STATE
ZIPCODE

PHONE
EMAIL

CREDIT CARD NUMBER
EXPIRY
SIGNATURE

Please make check payable to Central Park Conservancy and send it to Tree Trust, Women’s Committee, Central Park Conservancy, 14 East 60th Street, New York, NY 10022
Phone: 212.330.6637 - Fax: 212.330.6556 - Email: tree@centralparknyc.org

All contributions are 100% tax-deductible

Central Park Conservancy, in its sole discretion, reserves the right to reject any proposed inscription containing language that is obscene, lewd, defamatory, or otherwise inappropriate.

Central Park Conservancy does not rent or sell its donor mailing lists. However, we occasionally share the names and postal addresses of inactiv donors with other reputable charitable organizations as a cost-effective way to find new supporters.

☐ Check this box if you prefer not to have your name and address shared in this way.

Central Park Conservancy values your privacy and we encourage you to review our privacy policy at centralparknyc.org
Donor Recognition

Tree Trust Paving Stone Templates
Please choose one.

1. **Tree Species**
   **ENDOWED BY**
   **NAME**
   **YEAR**

2. **Tree Species**
   **ENDOWED BY**
   **NAME OF DONOR**
   **IN HONOR OF**
   **NAME OF PERSON**
   **YEAR**

3. **Tree Species**
   **ENDOWED**
   **IN HONOR OF**
   **NAME OF PERSON**
   **YEAR**

4. **Tree Species**
   **ENDOWED BY**
   **NAME OF DONOR**
   **IN MEMORY OF**
   **NAME OF PERSON**
   **YEAR**

5. **Tree Species**
   **ENDOWED**
   **IN MEMORY OF**
   **NAME OF PERSON**
   **YEAR**

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**Central Park Conservancy**
central to the park
Group Fundraising

TreeMark

Central Park Conservancy is able to facilitate group fundraising for a tree through TreeMark, an online fundraising tool. To set up a page for group fundraising and to learn more about TreeMark, please email trees@centralparknyc.org or call 212.310.6617.

**To donate to an existing group fundraiser, please enter the code/name here:**

[Search]

All donations are non-refundable.

Should your group not reach its goal within one year, all contributions will be designated to support the general fund for the care and maintenance of Central Park trees.

BenchMark

Central Park Conservancy is able to facilitate group fundraising for a bench through BenchMark, an online fundraising tool. To set up a page for group fundraising and to learn more about BenchMark, please email benches@centralparknyc.org or call 212.310.6617.

**To donate to an existing group fundraiser, please enter the code/name here:**

[Search]

All donations are non-refundable.

Should your group not reach its goal within one year, all contributions will be designated to support the general fund for the care and maintenance of Central Park benches.
Group Fundraising

BenchMark

Adopt a Bench in honor of: Jane and Thomas

Bench Coordinator: Jane McIntosh

Date Started: 05/12/2015

Amount Raised: $10000 of $10000

*Donations received that exceed the goal will be designated to support the general fund for the care and maintenance of Central Park benches in honor of the above.

This park is part of our history—before and after we met. It is wonderful to have a bench on the Great Hill be part of our future.

Donation amounts will remain confidential.

Contributors’ names may take up to one hour to be listed on this page.

For questions or concerns or to have your name marked Anonymous please email benches@centralparknyc.org or call 212.310.6617

BILLING INFORMATION

Please enter your personal information and billing address below. You will Enter Credit Card information on the next page.

* Required Fields

As you wish to be listed: *

List of Donors
1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 
11.
Email Marketing

A memory to last a lifetime, on a bench in Central Park.

Whether you’re celebrating a birthday, anniversary, retirement, new baby, or graduation — a bench in Central Park is the perfect gift for any occasion.

Through the Central Park Conservancy’s Adopt-a-Bench program, you can endow a bench in Central Park and inscribe its plaque with a message of your choosing. The plaque remains in Central Park, ensuring that your memories last a lifetime.

You can endow a bench on your own or together with a group of friends. Through BenchMark, an online fundraising tool, several different people can contribute to one bench’s adoption. Perfect for a class gift, a family wedding, or a corporate anniversary! To set up a page for group fundraising and to learn more about BenchMark, please email benches@centralparknyc.org or call 212.310.6617.

Benches may be endowed for $10,000. While the plaque takes about 8 weeks to produce and install, a personalized certificate can be provided immediately to notify the recipient that a bench has been adopted in their honor. You can write the plaque inscription yourself or let the recipient write their own.

The Adopt-A-Bench program was established in 1986 as a permanent fund to maintain and endow the care of Central Park’s more than 9,000 benches and their surrounding landscapes. To date, more than 4,100 benches have been adopted, filling the Park with special stories and memories of thousands of New Yorkers.

For a map of available benches or more information, please email benches@centralparknyc.org or call 212.310.6617.

CENTRAL PARK
CONSERVANCY
WOMEN’S COMMITTEE
Spring has bloomed in Central Park!

**CENTRAL PARK TREE PLANTING MENU**

As part of the Central Park Conservancy's ongoing work to restore, manage, and enhance Central Park, several new trees will be planted in the Park this spring. The new trees will be located in cherished locations throughout Central Park, including the North Meadow, the Great Lawn, and Cherry Hill.

As a loyal friend of the Park, the Tree Trust of the Women's Committee is proud to offer you a first look at the planting list and invite you to impact Central Park's future by supporting the planting of one of these magnificent trees. Your gift supports the tree's health and vitality and is the perfect way to honor someone special. Just in time for Mother's Day, Father's Day or a graduation, these trees will make the perfect gift to create a living memory.

In recognition of your gift, you will also receive an engraved paving stone on Literary Walk, a 1-year membership at the Belvedere Knight level (for first-time members only), a signed copy of Central Park Trees and Landscapes by Edward J. Breiden and Neil Cohene, and an invitation to a Central Park Conservancy Fall Foliage Tour.

Funds raised through the Tree Trust are used to plant and care for nearly 20,000 trees throughout Central Park. Your generous support of this program will help ensure that Central Park's trees are well-maintained for generations to come.

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**2016 Central Park Plantings**

1. **Heckscher Ballfields**
   - 4 Maples Ballfields: $25,000 (This donation includes a dedication ceremony for up to 10 people and a framed photo of your tree)

2. **Cherry Hill**
   - 1/3 Maple: Magnolia: $15,000
   - 1 Elizabeth Magnolia: $5,000

3. **Dana**
   - 3 Japanese Magnolias: $15,000

4. **West 81st Street**
   - 2 Green Winged Hawthorns: $10,000
   - 1 Northern Red Oak: $5,000

5. **East 77th Street**
   - 2 Northern Red Oaks: $10,000

6. **The Great Lawn and Turtle Pond**
   - 4 Winter Gold Crapemyrtle: $25,000
   - 4 Autumn Cherry Trees: $15,000
   - 3 Swamp White Galas: $15,000
   - 1 European Beech: $5,000
   - 1 Japanese Black Pine: $5,000
   - 1 Northern Red Oak: $5,000
   - 1 American Linden: $5,000
   - 1 Tulip Tree: $5,000

7. **North Meadow**
   - 3 Sugar Maples: $15,000
   - 1 Bar Oak: $5,000
   - 1 Red Maple: $5,000

8. **North Woods**
   - 2 Swamp White Galas: $10,000
   - 1 Tulip: $5,000

9. **Great Hill**
   - 1 Red Autumn Flame Maple: $5,000

10. **Harlem Meer**
    - 4 Sweet Bay Magnolias: $5,000

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*Trees are delivered on a first-come, first-served basis and quantities are limited. Plantings are subject to change.*
In-Park Marketing

Central Park Conservancy

Endow A Tree

Honor someone with a living tribute by endowing a tree in Central Park. Your gift is recognized with an engraved paving stone on Literary Walk.

Call 212.310.6613 or visit centralparknyc.org/trees

This bench has been endowed. The Adopt-a-Bench program enables Central Park Conservancy to care for Central Park’s 9,000 benches and surrounding landscapes. For more information visit www.centralparknyc.org/benches
On Central Park Benches, Inscriptions Remember the Dead and Celebrate Life

By LILY KOPPEL | DEC. 13, 2007

Lou Young attaching a plaque to a bench in Central Park. Nicole Bengiveno/The New York Times

Everything You Ever Wanted To Know About NYC's Iconic Park Benches

By JEN CARLSON | ARTS & ENTERTAINMENT | ON FEB 25, 2016 2:35 PM

Richard Nixon enjoys a classic wood-and-concrete NYC bench, February 1964 in Central Park. (LIFE)
Asset Management

Endowment Information

- Endowment Status: Available
- Donor Name:
- Donor RE ID:
- Donor Email:
- Donor Phone:
- Endowment Amount: $10,000.00
- Endowment In Honor: 
- Endowment In Memory: 
  - Plaque Text:
  - Plaque Type:
  - Honoree:
  - Honoree RE ID:
- Endowment Notes:

Relevant Dates

- Endowment Status Date:
- Donation Paid Date:
- Proof to Donor Date:
- Proof Approved by Donor Date:
Asset Management

Tasks

- 0 PROJECTED Tasks
- 0 PLANNED Tasks
- 0 IN PROGRESS Tasks
- 0 COMPLETED Tasks
- 0 CANCELED Tasks

Map

Search by address

Attached Files

Central Park Conservancy
central to the park
Asset Management

![Asset Management Interface](image-url)
Key Takeaways

✓ Know how you will manage the care of assets in future
✓ Don’t commit to what you cannot deliver
✓ Integrate time limits, during application process and plaque recognition
✓ Establish price points
✓ Utilize in-park marketing
For more information about Institute programs, please contact:

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