



Institute for Urban Parks Webinar Series

September 12, 2017

Institute for Urban Parks





Focused Fundraising: The Conservancy's "Adopt-A" Programs

Caitlin LaMorte, Associate Director, Women's
Committee, Central Park Conservancy

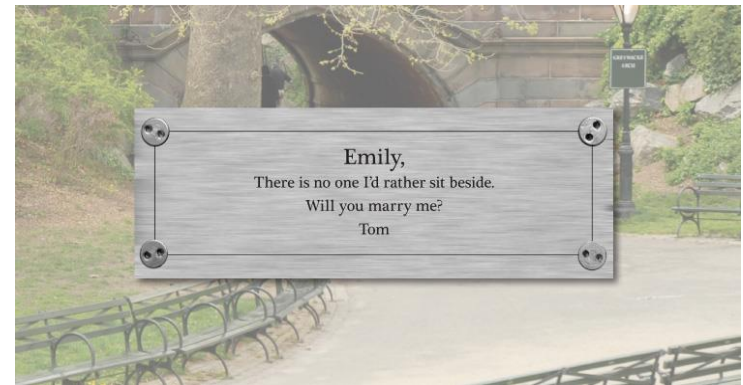
Webinar Objectives

- **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

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.



We will acknowledge a donation of \$10,000 with a personalized plaque on the bench of your choice. Multiple donors may contribute through honorary or memorial funds. 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.

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 60th Street, Conservatory Water (Model Sail Boat Pond), the Alice in Wonderland and Hans Christian Andersen statues, Cherry Hill, the East 67th Street entrance, the East 69th Street entrance, the West 69th Street entrance, the East 72nd Street entrance, the East 76th Street entrance, the East 79th Street entrances, the Great Lawn Oval, the East 90th Street entrance, The Pool at West 102nd Street, Strawberry Fields, The Lake, the West 81st Street entrance, The Mall, Literary Walk, Olmsted Bed, and Adventure Playground.

You may submit your proposed inscription for the plaque for approval using the reverse of this form. Once the fabricator's proof is approved, it takes approximately **eight weeks** for the plaque to be engraved and installed.

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

I am also inclosing 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 update the Central Park Conservancy with my current contact information.

NAME _____		DATE _____	
<input type="checkbox"/> IN HONOR OF _____		<input type="checkbox"/> IN MEMORY OF _____	
HOW WOULD YOU LIKE TO BE LISTED IN THE ANNUAL REPORT? (ONLY FOR GIFTS AT THE \$1,000 LEVEL AND ABOVE)			
ADDRESS _____	CITY _____	STATE _____	ZIP CODE _____
PHONE _____	EMAIL _____		
CREDIT CARD NUMBER _____	EXP. _____		
NAME ON CARD _____	SIGNATURE _____		

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: 212.310.6617 • Fax: 212.310.6656 • Email: benches@centralparknyc.org

Adopt-A-Bench

Available Benches in Central Park

Iconic locations where benches are available:

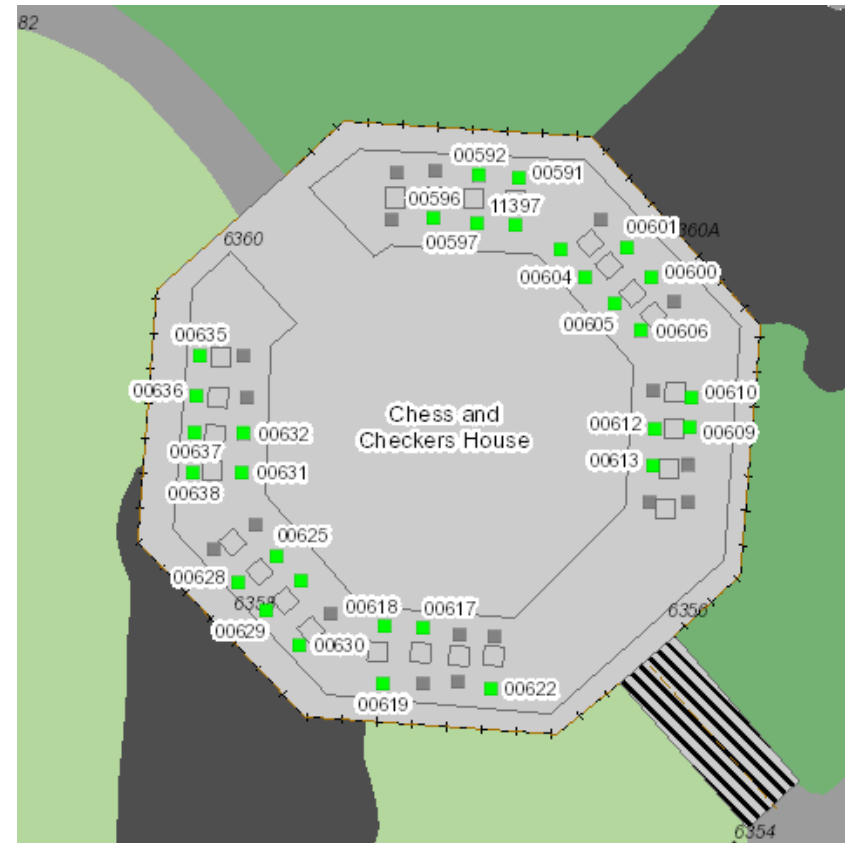
- Chess & Checkers House
- Delacorte Theater (backless)
- East Meadow
- Grand Army Plaza (backless)
- Great Hill
- Harlem Meer
- Heckscher Playground
- North Meadow
- The Ramble – currently undergoing renovations
- Sheep Meadow
- Tennis Courts

*Benches are also available along the perimeter and inside most playgrounds.



Map Key

- Areas where benches are available
- Visitor Centers
- Playgrounds
- Park Drive
- Transverse Roads
- Pedestrian Paths



Adopt-A-Bench: Donor Recognition

I would like to adopt bench number:

1st choice: _ _ _ _ _ 2nd choice: _ _ _ _ _ 3rd choice: _ _ _ _ _ 4th choice: _ _ _ _ _

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.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1																														
2																														
3																														
4																														

TONY,
WIN, LOSE, OR BREAK EVEN,
YOU ALWAYS HAVE ME
LOVE, KAREN



Tree Trust



Tree Trust

Tree Trust

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



Endow a tree and create a living memory that will last for generations to come. Make a contribution as a gift to celebrate important milestones, in honor of or in memory 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 the 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 Caitlin LaMorte at 212.310.6617 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/or 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. Wherever 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. Wherever 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 as 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 so 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) _____

HOW WOULD YOU LIKE TO BE LISTED IN THE ANNUAL REPORT? (ONLY FOR GIFTS AT THE \$1,000 LEVEL AND ABOVE)

ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

PHONE _____ EMAIL _____

CREDIT CARD NUMBER _____ EXP. _____

NAME ON CARD _____ 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: 212.310.6617 • Fax: 212.310.6656 • Email: trees@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, infringes on the proprietary rights of any third party, or is otherwise inappropriate.

Central Park Conservancy does not rent or sell its donor mailing lists. However, we occasionally share the names and postal addresses of inactive 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.

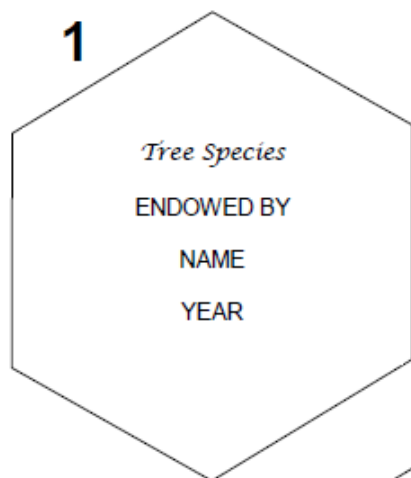
Central Park Conservancy values your privacy and we encourage you to review our privacy policy at centralparknyc.org

Donor Recognition

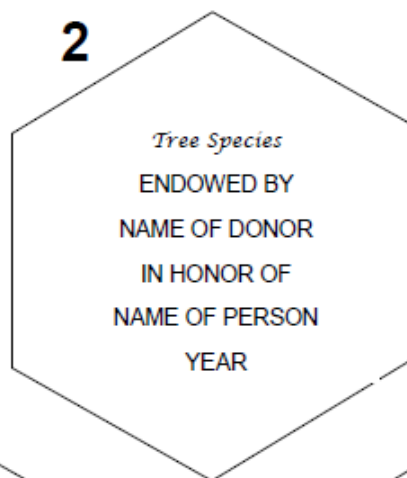
Tree Trust Paving Stone Templates

Please choose one.

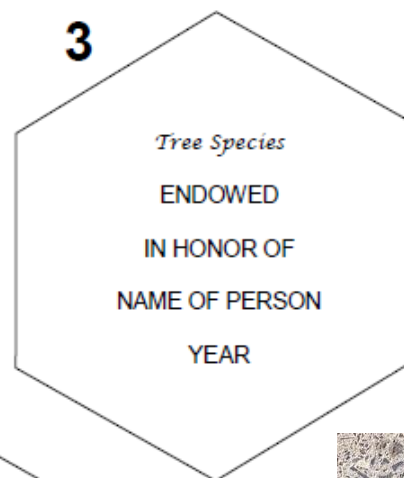
1



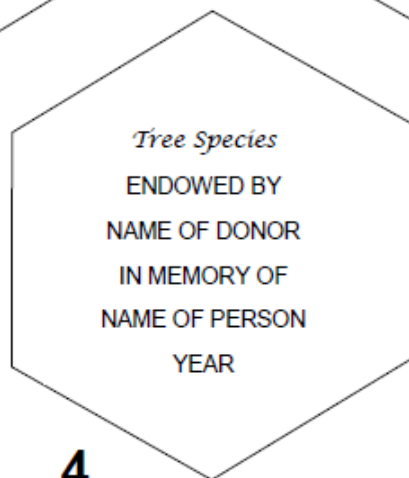
2



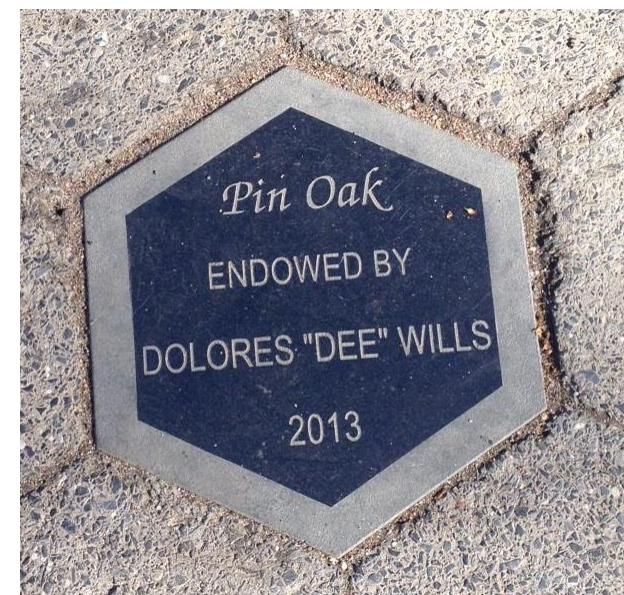
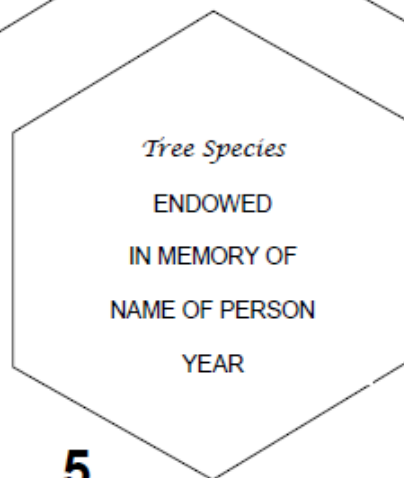
3



4



5



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:

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:

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. [REDACTED]
2. [REDACTED]
3. [REDACTED]
4. [REDACTED]
5. [REDACTED]
6. [REDACTED]
7. [REDACTED]
8. [REDACTED]
9. [REDACTED]
10. [REDACTED]
11. [REDACTED]

Email Marketing



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!

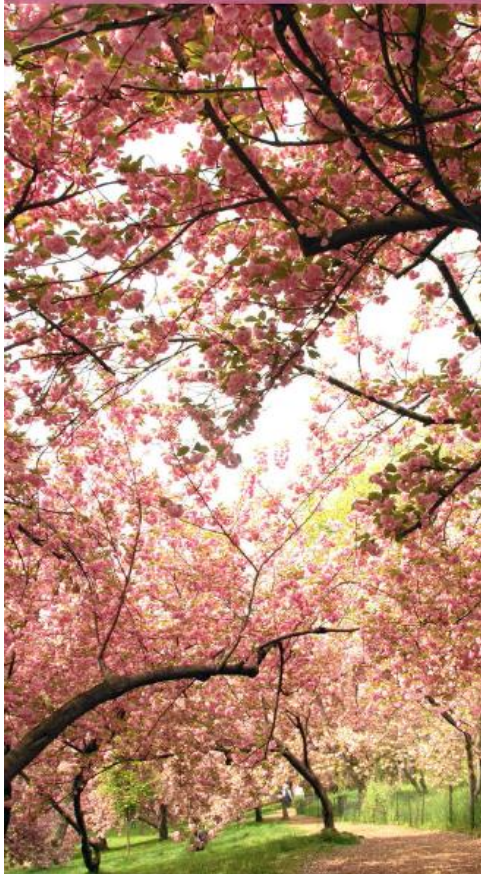
The Adopt-A-Bench program was established in 1986 as a permanent fund to maintain and endow the care of Central Park's more than 9,000 benches and their surrounding landscapes. To date, more than 4,100 benches have been adopted, filling the Park with special stories and memories of thousands of New Yorkers.

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

Print Marketing

Spring has bloomed in Central Park! CENTRAL PARK TREE PLANTING MENU



**CENTRAL PARK
CONSERVANCY**
WOMEN'S COMMITTEE



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 Barnard and Neil Calvanese, 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.

2016 Central Park Plantings*

1. Heckscher Ballfields
 - a. 4 Maples \$25,000
(This endowment includes a dedication ceremony for up to 10 people and a framed photo of your tree)
2. Cherry Hill
 - a. 3 'Merrill' Magnolias \$15,000
 - b. 1 'Elizabeth' Magnolias \$5,000
3. Dene
 - a. 3 'Messel' Magnolias \$15,000
4. West 81st Street
 - a. 2 Green 'Winter King' Hawthorn \$10,000
 - b. 1 Northern Red Oak \$5,000
5. East 77th Street
 - a. 2 Northern Red Oaks \$10,000
6. The Great Lawn and Turtle Pond
 - a. 4 'Winter Gold' Crabapple \$25,000
(This endowment includes a dedication ceremony for up to 10 people and a framed photo of your tree)
 - b. 3 Green 'Winter King' Hawthorns \$15,000
 - c. 3 Autumn Cherry Trees \$15,000
 - d. 3 Swamp White Oaks \$15,000
 - e. 1 European Beech \$5,000
 - f. 1 Japanese Black Pine \$5,000
 - g. 1 Northern Red Oak \$5,000
 - h. 1 American Linden \$5,000
 - i. 1 Tulip Tree \$5,000
7. North Meadow
 - a. 3 Sugar Maples \$15,000
 - b. 1 Bur Oak \$5,000
 - c. 1 Red Maple \$5,000
8. North Woods
 - a. 2 Swamp White Oaks \$10,000
 - b. 1 Tupelo \$5,000
9. Great Hill
 - a. 1 Red 'Autumn Flame' Maple \$5,000
10. Harlem Meer
 - a. 1 Sweet Bay Magnolia \$5,000

*Trees are endowed on a first come, first served basis and quantities are limited. Plantings are subject to change.

I am interested in the following item(s) from the menu:

☐ 1a ☐ 2a ☐ 2b ☐ 3a ☐ 4a ☐ 4b ☐ 5a ☐ 6a
☐ 6b ☐ 6c ☐ 6d ☐ 6e ☐ 6f ☐ 6g ☐ 6h ☐ 6i
☐ 7a ☐ 7b ☐ 7c ☐ 8a ☐ 8b ☐ 9a ☐ 10a

Total Amount: \$ _____

I am interested in protecting Central Park's trees by making an additional contribution in the amount of \$ _____

NAME _____

☐ IN HONOR OF (IF APPLICABLE) ☐ IN MEMORY OF (IF APPLICABLE)

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ EMAIL _____

Enclosed is my check for \$ _____

Please make check payable to the Central Park Conservancy

Please charge my credit card \$ _____

☐ Visa ☐ MC ☐ Amex

CREDIT CARD NUMBER _____ EXP. _____

NAME ON CARD _____

SIGNATURE _____ DATE _____

Please return this form and your payment to:

Central Park Conservancy
Tree Trust, Women's Committee
14 East 60th Street
New York, NY 10022

Phone: 212.310.6617 • Fax: 212.310.6656

Email: trees@centralparknyc.org

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**CENTRAL PARK
CONSERVANCY**
central to the park

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

CENTRAL PARK
CONSERVANCY
WOMEN'S COMMITTEE



CENTRAL PARK
CONSERVANCY
central to the park

Press

N.Y. / REGION

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 IN 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

The screenshot displays the Cartegraph Asset Management web application. The top navigation bar includes links for Requests, Work, Assets (highlighted), Resources, and Reports. A user profile for Caitlin and an ID field are visible on the right. Below the navigation bar, a sidebar on the left titled 'Assets' contains a 'Select Asset Type' dropdown and a list of filters. The main map area shows a geographical view of Central Park with a reservoir on the left and a grid of streets (E 95 ST to E 98 ST) on the right. Numerous tree assets are plotted on the map, each labeled with a unique ID. A yellow circular highlight is placed over a cluster of trees near the intersection of East 96th St and the reservoir. The bottom right corner of the map area features the 'POWERED BY esri' logo.

Assets

Select Asset Type Add +

- ✓ ? Bench ID 1
- Advanced Filter Edit
- ✓ Available Bench 3710
- ✓ ? Donor Name of Bench 1
- ✓ ? Plaque Text of Bench 1
- ✓ Not Available Bench 4998
- ✓ ? Honoree Name Benches 4
- Available Tree
- ? Donor Name Trees
- ? Honoree Name Tree
- Tree Species
- ? Tree ID

Map Filter Search by address

Reservoir

E 98 ST

E 97 ST

E 96 ST

E 95 ST

POWERED BY esri

Asset Management

[Back](#) Home > Assets > Bench: 11893

Bench 11893

☒ Location

☒ Details

☒ Tasks

☒ Map

☒ Attached Files

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

[Back](#) Home > Assets > Bench: 11893 [Create +](#) [Run Report](#)

Bench **11893**

☒ Location

☒ Details

☒ Tasks

☒ Map

☒ Attached Files

Tasks

☒ **0** PROJECTED Tasks

☒ **0** PLANNED Tasks

☒ **0** IN PROGRESS Tasks

☒ **0** COMPLETED Tasks

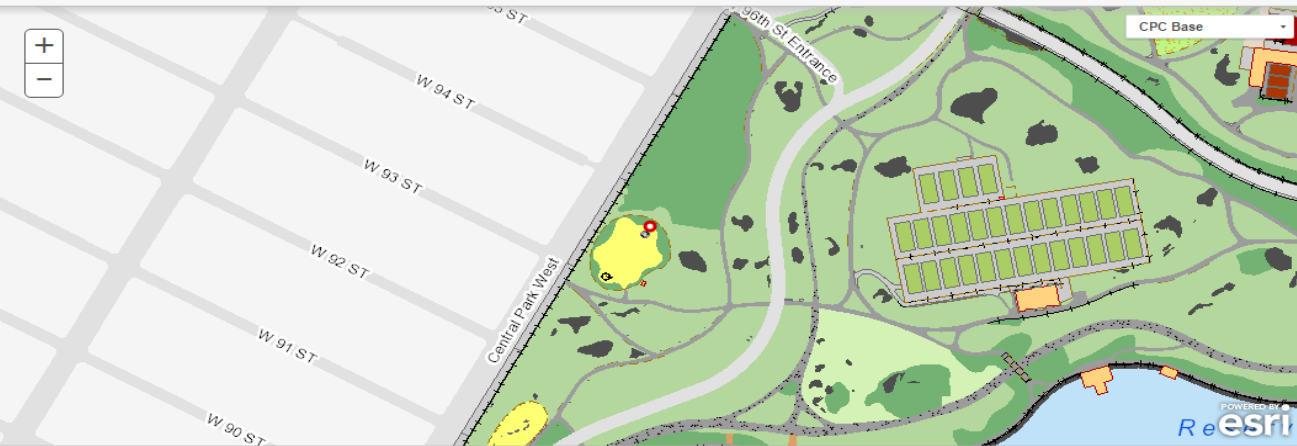
☒ **0** CANCELED Tasks

Task ID	Activity	Status	Estimated Start Date	Actual Start Date	Actual Stop Date	Priority	Total Cost
---------	----------	--------	----------------------	-------------------	------------------	----------	------------

Map

+

-



☐ All ☐ Linked Assets

☒ Bench

Attached Files

Asset Management

Work

Work OrderTask

Add Task Layer +

✓ Plaque Install T... 3

✓ My Tasks 39

✓ Endowed Benc... 237

Map Filter

Search by address

+

-

East Drive

E 81 ST

E 80 ST

E 79 ST

E 78 ST

	Task ID	Activity	Asset	Priority	Status	Work Order	Estimated Sta...	Actual Stop D...	Description
<input type="checkbox"/>	25582	Paint	Bench 03640	None	Planned	6796	5/11/2015		Paint Bench by Cedar Hill
<input checked="" type="checkbox"/>	25576	Paint	Bench 03634	None	Planned	6796	5/11/2015		Paint Bench by Cedar Hill
<input type="checkbox"/>	25552	Paint	Bench 03610	None	Planned	6796	5/11/2015		Paint Bench by Cedar Hill

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



Q & A





For more information about Institute programs,
please contact:

Maura Lout

Director, Center for Urban Park Management
mlout@centralparknyc.org

Chris Cousino

Associate Director of Urban Park Management
ccousino@centralparknyc.org

Samantha Marsden

Park-to-Park Program Coordinator
smarsden@centralparknyc.org

Learn more at: centralparknyc.org/institute | institute@centralparknyc.org | [@cpcinstitute](https://twitter.com/cpcinstitute)