

It's easy to over-engineer a pledge card but oftentimes, those that are simplest often perform the best with supporters.

When crafting your pledge card, there are a few guidelines to keep in mind:

- Make sure your organization's logo is clearly visible
- Include your organization's contact information
- A space for donor contact information – phone number, address, and e-mail
- Gift array amounts they'd like to donate. Make sure to include 'other' in case they'd like to pledge more
- A brief summary of what this appeal will fund
- Payment details so donors can not only pledge their gift but also immediately fulfill it
- Offer the option to complete their donation online as opposed to mailing a check
- Include a tracking code so your team can log it immediately in Virtuous