

# together FOR THE **Climate** CAMPAIGN

**A VISION FOR OUR FUTURE**



**The time to act is now.** The world has the technology and know-how to prevent global climate disaster. What is lacking is the courage and political will to make needed changes. Every passing day only makes our situation more dire.

The American public is increasingly worried about the risks of climate change. Indeed, the Yale Program on Climate Communications reports that nearly 6 in 10 Americans are now either "Alarmed" or "Concerned" about global warming. Many are prepared to take action, but are uncertain about what they can do to make a difference.

350 Wisconsin provides ordinary people with the opportunity, tools, and training to organize together effectively. We use a broad range of approaches — from policy advocacy to legal interventions and direct action — to demand that elected officials and corporations make the transformational changes needed to end the climate crisis and achieve climate justice.

We are uniquely positioned to have a major impact:

- » We are the largest nonprofit in Wisconsin working exclusively on climate change.
- » We strategically target the drivers of climate change — fossil fuel infrastructure and investments in the fossil fuel industry, and inadequate public policy.
- » We center climate justice in all of our work, learning from and supporting those who are disproportionately impacted.
- » We have a 10-year record of accomplishment and growth.

Our **"Together for the Climate"** campaign will provide us with the critical financial resources needed to grow our grassroots movement and multiply our impact over the next crucial years. For the sake of future generations and all living things, we ask for your generous support. Please contact us if you would like to learn more about 350 Wisconsin or have questions about this campaign.

With gratitude,

Gail Nordheim  
*President, Board of Directors*  
gail.nordheim@350madison.org

John Greenler  
*Executive Director*  
john.greenler@350madison.org

#### BOARD MEMBERS

Gail Nordheim,  
*President*

Tanace Matthiesen,  
*Vice President*

Bill Backes

Nada Elmikashfi

Kermit Hovey

Kurt Kimber

Hayley Tymeson



**"To keep our planet within livable limits of warming ... our strategies need to build power to confront power. We cannot succeed unless we provide sufficient resources to build powerful movements that pressure governments to regulate the industries and financial players who are refusing to act, while building a new energy economy that is inclusive for all."**

ELLEN DORSEY, EXECUTIVE DIRECTOR OF THE WALLACE GLOBAL FUND



# together FOR THE **climate** CAMPAIGN

**350**  
**WISCONSIN**

We are an unstoppable movement of everyday people from diverse communities around Wisconsin, working together for justice and an end to the climate crisis. We challenge government, community, and business leaders to rapidly implement the far-reaching changes and solutions we need.

**2030**  
**DEADLINE TO HALVE CARBON EMISSIONS TO**  
**PREVENT CLIMATE CATASTROPHE**  
(UNITED NATIONS, IPCC)

# ABOUT US

## OUR VISION

We envision a global community that protects our beautiful planet and supports the flourishing of all living beings.

## OUR MISSION

350 Wisconsin mobilizes grassroots power to change hearts and minds, laws and policies, and humanity's massive systems to make transformational progress toward environmental justice and solving the climate crisis by 2030.

"350 Wisconsin has always had an impact far outside of Madison, from working in solidarity with frontline communities fighting oil pipelines in northern Wisconsin, to helping cities like Eau Claire build power with other communities to achieve local climate and clean energy goals."

JEREMY GRAGERT, EAU CLAIRE CITY COUNCIL

**350 PPM IS THE SAFE UPPER LIMIT OF CO<sub>2</sub> IN THE ATMOSPHERE. AS OF SPRING 2022, ATMOSPHERIC CO<sub>2</sub> WAS AT ~420PPM**

LEARN MORE AT [350WISCONSIN.ORG/TFC-CAMPAIGN](https://350WISCONSIN.ORG/TFC-CAMPAIGN)





**T**he closing window of opportunity and the public's growing willingness to act gives us the chance to make the urgent change we desperately need.

## PRINCIPLES FOR CHANGE:

### Grassroots power.

The mobilization of people power is key to advancing climate goals and pressuring leadership to take bold action.

### Centering climate justice.

True, meaningful, and durable change is not achieved unless built on a foundation of equity and justice for impacted communities.

### Collaboration.

Working in coalition with allies builds power and trust across diverse groups and networks.

### Respecting natural systems.

Protecting ecosystems and considering impacts on all forms of life is integral to solving the climate crisis.

### Visionary thinking.

Innovation and the willingness to challenge deeply-held beliefs and assumptions are needed to transform existing systems. We must establish a new framework for envisioning ambitious, long-lasting solutions.



**21.5 Million**

AVERAGE ANNUAL  
NUMBER OF  
DISPLACED CLIMATE  
REFUGEES BETWEEN  
2008 AND 2016

**10**

HOTTEST YEARS  
ON RECORD HAVE  
ALL HAPPENED  
SINCE 2009

**2050**

DEADLINE FOR  
NET ZERO CARBON  
EMISSIONS TO  
PREVENT CLIMATE  
CATASTROPHE



**\$145 BILLION**  
2021 COST OF  
FLOODS, WILDFIRES,  
DROUGHT AND OTHER  
WEATHER AND CLIMATE  
DISASTERS IN THE U.S.

(UNITED NATIONS, IPCC)

## STRATEGIC CAMPAIGNS.

- » To address the root causes of the climate crisis, we work at every level — local to global — to promote sustainable solutions, oppose new fossil fuel infrastructure, and reform financial systems.

## A CLIMATE JUSTICE LENS.

- » We actively support frontline communities, and racial and social justice organizations led by Black, Indigenous and people of color (BIPOC). We ground all of our work in climate justice.

## VOLUNTEER LEADERSHIP AND EXPERTISE.

- » Our volunteers guide and carry out our mission. They play an active, central role in all of our activities.

## BROAD ENGAGEMENT.

- » We move people from concern to action, to rapidly reach a social tipping point that demands crisis-appropriate climate action. We provide a spectrum of inclusive ways for people to take action.

## EDUCATION AND TRAINING.

- » We educate supporters on how the climate crisis is connected to justice, natural systems, the built environment, and more. We provide training on important tactics and skills such as effective communication, advocacy, policy analysis, and civil disobedience.

## CREATIVITY.

- » We employ art, humor, and satire in our street theater, parades, and large-scale public actions to advocate for change and engage the public.

## A GROUNDING IN SCIENCE AND CULTURAL WISDOM.

- » We incorporate rigorous, peer-reviewed science and the knowledge and wisdom of Indigenous communities and other cultures into our work.

**"I support 350 Wisconsin because I want to be part of a just and equitable world that respects all living beings. The grassroots activism that I am able to be a part of with 350 Wisconsin is the best way I can think to do so."**

JULIA DEPALMA, CO-LEADER, COMMUNITY CLIMATE SOLUTIONS TEAM

# OUR IMPACT

**350**  
**WISCONSIN**

IN 2021

## COMMUNITY LEADERSHIP & AWARDS

Dane County Climate Champion

## ADVOCACY & ACTIVISM

- 50** Public and Online Actions
- 130** Public Comments & Testimony
- 142** Business Contacts
- 392** Petition Signatures and Postcards
- 56** Public Officials Contacted (local, state and federal)

## COMMITMENT TO COLLABORATION

- 50** Diverse, multi-racial, multi-generational coalitions and partnerships

## MEDIA COVERAGE

- 25** Letters to the Editor, OpEds & Blogs
- 9** TV Spots, Radio Interviews & Newspaper Articles

## TRAINING & EDUCATION

- 355** People Trained
- 614** Attendees at our Public Meetings
- 15** Educational Programs
- 7** Comprehensive Reports Issued

IN 2022 YTD

## LINE 5 ADVOCACY

- 2700** Phone Banking Calls
- 933** Postcard Comments Submitted
- 3190** Online Comments Submitted
- HUNDREDS** Public Testimony
- 2000+** Petition Signatures to Governor Evers



# OUR CAMPAIGNS & TEAMS



## CLIMATE JUSTICE

- » **ISSUE:** BIPOC, low-income, and frontline communities are disproportionately impacted by the climate crisis.
- » **GOALS:** A just, equitable, and sustainable future for all.
- » **STRATEGIES:** Learn from, listen to, and ally with the communities most impacted by the climate crisis. Ground all of our work in climate justice.

## DIVEST & DEFUND

- » **ISSUE:** Financial institutions are perpetuating the climate crisis by pumping money into fossil fuel industries.
- » **GOALS:** An end to fossil fuel financing.
- » **STRATEGIES:** Pressure institutions to end investment in fossil fuels via nonviolent direct action, brand damage, and customer activism.

## TAR SANDS OIL PIPELINE RESISTANCE

- » **ISSUE:** Oil pipelines in Wisconsin violate Indigenous treaty rights and directly threaten our climate, waterways, and ecosystems.
- » **GOALS:** An end to oil pipelines in the Midwest.
- » **STRATEGIES:** Partner with local communities, landowners, and Indigenous groups to prevent pipeline expansion.

## COMMUNITY CLIMATE SOLUTIONS

- » **ISSUE:** Achieving a climate-safe future will require diverse and creative solutions.
- » **GOALS:** Local leadership and sustainable practices for energy use, agriculture, transportation, and more.
- » **STRATEGIES:** Engagement with community leaders, businesses, and local governments for systemic change.

## STATE POLICY

- » **ISSUE:** Current Wisconsin policies are inadequate, lag behind other Midwest states, and impede local action.
- » **GOALS:** State-wide changes in laws, regulations, and policies to dramatically reduce carbon emissions, increase energy efficiency and facilitate the transition to renewable energy.
- » **STRATEGIES:** Engagement with elected officials, regulatory bodies and government staff to promote climate-forward policies.

## ART COLLECTIVE

- » **GOALS:** Creative actions to engage the public.
- » **STRATEGIES:** Colorful, attention-grabbing, media-genic actions incorporating art, music, theater, humor, and dance.

**ACTIVATING 3.5% OF A  
POPULATION CAN BRING ABOUT  
WIDESPREAD CHANGE FROM  
GOVERNMENTS & CORPORATIONS.**  
(ERICA CHENOWETH, HARVARD'S CARR CENTER FOR HUMAN RIGHTS POLICY)

LEARN MORE AT [350WISCONSIN.ORG/TFC-CAMPAIGN](https://350WISCONSIN.ORG/TFC-CAMPAIGN)





# CELEBRATING TEN YEARS OF CLIMATE ACTION

## 2012

- **350 Madison Launch!**
- **Coordinating Council**
- Divestment
- Connect the Dots

## 2013

- Pipeline Resistance
- Madison and Dane County Fossil Fuel Divestment Resolutions

## 2014

- Jefferson County Demands Full EA for Line 61 Expansion
- Earth Day March

## 2015

- **First Community Organizer**
- Light the Way, Sit-in UW Chancellor's office\*, Hold the Line

## 2016

- **Formed 501(c)3**
- Landowners vs Enbridge Case
- Farm Lands not Tar Sands, March on UW Foundation, Break Free, No DAPL Rally\*

## 2017

- Day Against Denial, Climate March, People over Pipelines

## 2018

- **First Development Director**
- Divest & Defund
- Divestment March\*, Rise for the Climate

## 2019

- **Intern Program**
- Community Climate Solutions
- Voice of Youth-Art & Activism
- Co-sponsor Madison Youth Climate Summit
- Dane County v Enbridge at WI Supreme Court
- 100% Renewable Resolutions-Madison, Fitchburg, Middleton and Monona
- Climate Strike\*

## 2020

- **First Volunteer Coordinator**
- **Board of Directors**
- Art Collective

- "Green Wave" nonpartisan Get Out The Vote Campaign

- Plan Commission Climate Corps (PC3) and Green Buildings

- Line 5 Petitions, Testimony and Comments

- Madison Stormwater and EV-ready Ordinance Support

- Middleton Sustainability Plan

- Governor's Task Force on Climate Change

- Enbridge Press Release Satire, Lovesong to the Earth

## 2021

- **First Executive Director & Communications Staff**

- State Policy Working Group

- Madison & Middleton Alder Election Teams

- Federal Reserve Campaign

- 350 Wisconsin Podcast

- Helped draft UW Madison Divestment Resolution

- Intervenor-PSC Roadmap to Zero Carbon Investigation

- Water is Life-Stop Line 3, Billionaire Bankers for Big Oil, We Object!, Fossil Free Fed-Chicago

## 2022

- **350 Wisconsin Launch!**

- **Tenth Anniversary Celebration**

- **350 Wisconsin Action 501(c)4 Launch!**

- **Fellows Program**

- Beneficial Electrification, Ag Policy & Practices

- Line 5 Petitions, Testimony and Comments

- Koshkonong Solar Farm

- March Forth to Earth Day-Line 5\*, Civil DISCObedience

- **Capacity/Organizational**
- **New Campaign/Program**

- **Selected Major Event**
- **Advocacy**

\* Youth Coalition Event

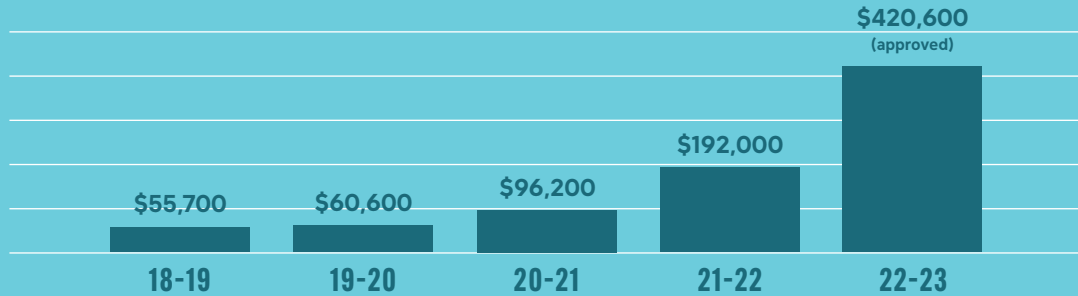


**350**  
WISCONSIN

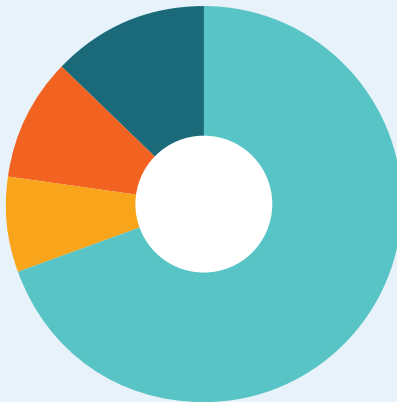
# BY THE NUMBERS

## STEADY, STRATEGIC GROWTH

### OPERATING BUDGET



### 2022 PROJECTIONS



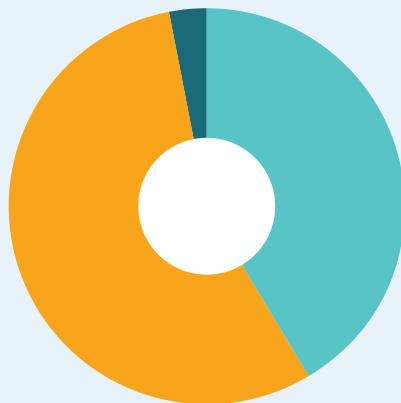
#### EXPENSES

- 71% Program\*
- 8% Management & General
- 10% Fundraising
- 13% Contingency & Reserves

\*Does not include significant Volunteer Team Leader time.

#### REVENUES

- 41% Individuals
- 55% Grants
- 3% Other



**2022 Active Volunteers: 235+**

**Staff primarily for 350 Wisconsin (5 FTE):**

- » Executive Director
- » Development Director
- » Communications Director
- » Volunteer Coordinator/ Business Manager
- » Pipeline Resistance Organizer
- » Climate Justice Organizer
- » Fellow: Communications
- » Interns: 5-7 per semester

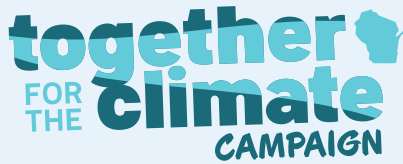
**Staff primarily for 350 Wisconsin Action (.8 FTE\*):**

- » Political organizer
- » Fellows: Political organizing (2)

\*Currently authorized for 2022 election work. Will expand based on available future funding.

**350**  
**WISCONSIN**

# STRATEGIC CAMPAIGN PRIORITIES



Together for the Climate will provide resources to our 501(c)3 nonprofit over the next three years to build organizational capacity, support key initiatives, and sustain us through this next critical period — when society must demand transformative climate action, quickly bring down emissions, and set a course to achieve climate targets in a just and equitable manner.

**350 Wisconsin** will play a vital role in achieving these societal climate goals by employing cross-cutting strategies and tactics that engage and motivate: movement building, allyship, direct action, policy advocacy, training, and education. We are unique in our ability to work across this range of approaches.

**STRENGTHENING CLIMATE JUSTICE WORK.** All members of society are endangered by the climate crisis and its impacts — wildfires, floods, heatwaves, new diseases, and crop failures. But, people of color suffer disproportionately, largely due to systemic racism and wealth disparities.

- » An increased climate justice focus will better enable us to partner with and support BIPOC allies and advocate for just and equitable solutions.

**GROWING STATEWIDE POWER.** Every region of our state is already experiencing the impacts of climate change.

We are strongest when we find common ground across geographies, cultures and demographic groups.

- » We will engage broadly to ensure Wisconsinites work together to demand far-reaching climate action.

**BUILDING CRITICAL COMMUNICATIONS CAPACITY.**

Motivating and informative communications across multiple platforms is central to our activism.

- » We will improve and integrate our messaging across all initiatives and enhance our technological capabilities.

**ENHANCING OUR CLIMATE CAMPAIGNS.** All of the Together for the Climate strategic elements will strengthen our campaign work in these areas:

- » Climate Solutions
- » State Policy
- » Pipeline Resistance
- » Divestment

**350 Wisconsin Action.** Our new, separate 501(c)4 sister organization provides a way for grassroots advocates to engage more deeply in the political process, and to lift up climate change as an issue that must be addressed by all elected officials at every level of government.

**Those interested in supporting this work can contribute to our Together for the Climate — Action campaign.**

Donations to 350 Wisconsin Action are not tax deductible.



WIND

CLIMATE JUSTICE

350  
WISCONSIN

## WHAT IS CLIMATE JUSTICE?

**S**ystemic racism and economic inequality make BIPOC (Black, Indigenous, people of color) and low income communities more vulnerable to the adverse effects of the climate crisis. These impacts will only worsen unless action is taken.

350 Wisconsin follows the lead of BIPOC and frontline groups, and advocates for equitable policies and programs that center these communities in their design and outcomes.

## HOW ARE COMMUNITIES AFFECTED?

- » **Health impacts.** BIPOC and low income communities are often exposed to higher levels of pollution from oil refineries, coal plants, and other facilities that have historically been placed in their neighborhoods. This contributes to worsening asthma, elevated cancer rates, and other health conditions in those neighborhoods.
- » **Forced migration and property loss.** Low-income and BIPOC communities are more likely to live in areas vulnerable to flooding or extreme weather. Rising sea levels and other consequences of the climate crisis are making many areas uninhabitable, with millions forced from their homes.
- » **Urban heat islands.** Low income and BIPOC neighborhoods are more prone to localized extreme heat caused by dark pavement and a lack of trees and green spaces.
- » **Unequal access to resources.** As climate change threatens agriculture and supply chains, the accessibility and affordability of necessities become much more challenging to underserved communities.
- » **Lack of investment.** Wealthier communities are much more likely to have access to climate solutions such as public transit, rooftop solar, updated electrical grids and green infrastructure.
- » **Energy burden.** Low-income housing is far less likely to be energy-efficient, and energy accounts for a much higher share of household expenses.



"We worked with 350 Wisconsin on their Solidarity Saturday session on Environmental Racism. I really appreciated their commitment to learning and sharing, and their understanding of the importance of centering the wisdom of people most impacted. Their dedication to justice is inspiring."

ALLISON BELL, ALLIES FOR BLACK LIVES

## WORKING IN COALITION

350 Wisconsin works to establish meaningful relationships, trust, and collaborations with a diverse range of communities and organizations throughout Wisconsin and beyond. We amplify the concerns of our BIPOC allies and incorporate their goals into our own work, recognizing the importance of learning from those disproportionately impacted by the climate crisis. For example, we work closely with the Line 5 coalition in northern Wisconsin and follow the lead of Indigenous allies to build statewide opposition to dangerous oil pipelines.

## CLIMATE JUSTICE IN OUR CAMPAIGNS

Our Climate Justice team includes 50+ committed activists who highlight issues of climate and racial justice to our general membership and build solidarity with BIPOC, frontline, and low-income communities.

350 Wisconsin's campaigns keep climate justice as a central aspect of all of our work. Some examples of how climate justice is reflected in our campaigns:

- » **Engaging** with Madison's alders to ensure that climate justice remains central to all city policies and practices.
- » **Publishing** studies on environmental justice, including a report on the disproportionate energy burden on disadvantaged households in Madison.
- » **Advocating** for the Wisconsin Housing and Economic Development Authority (WHEDA) to consider energy efficiency when awarding federal tax credits for low income housing.
- » **Pressing** the Public Service Commission to prioritize support for low income communities via Focus on Energy (WI's energy efficiency and renewable resource program).
- » **Collaborating** with the Bad River Band of the Lake Superior Chippewa to protect their land rights and water resources from oil pipeline threats.



**350 Wisconsin's Climate Justice Organizer works with the Climate Justice team to ensure that we dedicate appropriate resources and effort toward building and supporting multi-racial coalitions, along with supporting diversity, equity, and inclusion within our organization.**

# STRATEGIC COMMUNICATIONS



## BUILDING THE MOVEMENT & INSPIRING ACTION

**S**trategic, targeted, and relatable communications are central to all of 350 Wisconsin's advocacy, organizing, and activism. The large-scale systemic change needed to achieve a livable future will require engagement from all of us. We emphasize the urgency of the climate crisis, but our messaging remains hopeful because there is still time to act. Our communications reflect the growing public support for climate activism and inspire individuals to add their voices to the rising call for an end to the climate crisis.

Our messaging demonstrates the power of grassroots mobilization and inspires individuals, communities, and leaders to move from concern to action.

- » We base our communications strategies on the latest scientific research, focusing on messaging that is most likely to inspire action.
- » We meet people where they are and offer opportunities for engagement for everyone across our multiple communication channels.
- » We persuade those in positions of power to consider the climate crisis in all policies and practices.

Our communications team includes staff and committed volunteers with a wide range of skills and experience. The team works closely with our campaigns to develop communication strategies and messages, and utilizes a sophisticated communications software platform to track effectiveness.

## STATEWIDE ENGAGEMENT

As we expand our work across Wisconsin, we adapt our messaging to the interests of different communities. The issues of concern to many rural Wisconsinites often differ from those important to residents of urban areas. To build the necessary statewide momentum, we need to engage with all Wisconsinites in a way that is relevant and inspiring to them.

**"I deeply appreciate 350 Wisconsin's commitment to finding a niche for people of all different temperaments and talents. With the Communication Team, I can use my skills as a writer and editor in service of climate action. And there's just as much warmth and comradeship behind the scenes as there is out front!"**

CATHY LOEB, LONGTIME COMMUNICATIONS VOLUNTEER



## MULTI-CHANNEL MESSAGING

**350 Wisconsin reaches people throughout Wisconsin and beyond. We engage with our audiences in multiple ways, ranging from traditional to digital.**

### Traditional

- » Face-to-face engagement with the community via a regular presence at key events, such as the Dane County Farmers' Market, to provide information about climate change and ways to get involved.
- » Outreach to the press — including print, radio, and TV — via regular press releases and media advisories.
- » Regular contributions from our leaders in radio interviews and community publications.

### Email & Website

- » A comprehensive website, covering all things 350 Wisconsin.
- » Strategic use of our email list to keep our membership informed and engaged.
- » A monthly newsletter, keeping our membership updated on important developments in our organization and in climate activism and sharing the latest climate research and reports.

### Social Media

- » Customized content strategies for, and a robust presence on, social media — Facebook, Instagram, Twitter, YouTube, and LinkedIn.

### Training our Members

Effective climate communications must be succinct, engaging, and relatable. Our communications team supports our campaigns and volunteers with copywriting and editing assistance. The team offers training for our membership on how to communicate with a range of audiences via multiple channels, including:

- » Writing effective letters-to-the-editor, op-eds, and comments to community leaders or regulatory agencies.
- » Communicating about the climate crisis and solutions, recognizing that audiences differ greatly in interest and expertise and that each individual is inspired in a unique way.
- » Effective use of social media, Google Drive, and other digital platforms.



LEARN MORE AT [350WISCONSIN.ORG/TFC-CAMPAIGN](https://350WISCONSIN.ORG/TFC-CAMPAIGN)



# INVESTING IN OUR FUTURE

## SAMPLE SCALE OF GIVING

NUMBER OF GIFTS	GIFT RANGE	GIFT TOTALS
1	\$100,000	\$100,000
2	\$50,000	\$100,000
3	\$25,000	\$75,000
4	\$15,000	\$60,000
5	\$10,000	\$50,000
10	\$3,500	\$35,000
10	\$2,500	\$25,000
25	\$1,000	\$25,000
35	\$500	\$17,500
50	\$250	\$12,500
		<b>\$500,000</b>



Gifts to the **TOGETHER FOR THE CLIMATE** campaign can include:

- » Cash and pledges payable over a 3-5 year period
- » Legacy gifts

Campaign donors will be recognized in donor honor rolls, annual reports, our website, etc.





# PLEDGE FORM

**I'M IN!** Count on me as an early supporter of 350 Wisconsin's Together for the Climate Campaign. I understand that the total amount of my gift can be paid over a multi-year period.

I am proud to make a total pledge/contribution of: \$ \_\_\_\_\_

Pledge Period:  1 year  2 years  3 years  4 years  5 years

Please send reminders:  Semi-annually  Annually  Other: \_\_\_\_\_

## DONOR INFORMATION

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Check here if your employer offers a matching gift program

Employer Name: \_\_\_\_\_

Tribute Gift Information: Please make my gift:

In honor of \_\_\_\_\_  In memory of \_\_\_\_\_

*As a campaign donor, your name will appear in donor honor rolls, annual reports, etc.*

Please print your name as you would like it to be listed: \_\_\_\_\_

Check here if you would like to be listed as an anonymous donor in publications.



## PLEDGE FORM – PAYMENT INFORMATION

There are many ways to pay your pledge and support 350 Wisconsin's Together for the Climate Campaign. Please indicate below which payment method works best for you. If you choose cash or check, then we will send you pledge reminders per your instructions above.

If you wish to use the credit card or eCheck options, please provide your information below or make a gift directly on our website: [350Wisconsin.org/TFC-campaign](https://350Wisconsin.org/TFC-campaign)

**Payment Method:**  Check  Cash  eCheck

Checks should be made payable to 350 Wisconsin, and can mailed to:  
**350 Wisconsin, Attn: TFC Campaign, PO Box 2428, Madison, WI 53701.**

### CREDIT CARD INFORMATION

Master Card  Visa  Discover  American Express

Name on card: \_\_\_\_\_

Account #: \_\_\_\_\_

Exp. date: \_\_\_\_\_ CVV: \_\_\_\_\_

Please charge my card \$ \_\_\_\_\_  One-time  Annually  Monthly

### eCHECK INFORMATION

Name on account: \_\_\_\_\_

Name of financial institution: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Routing #: \_\_\_\_\_ Account #: \_\_\_\_\_

I authorize 350 Wisconsin to deduct from my:  Checking Account  Savings Account

By signing this form, you authorize 350 Wisconsin to instruct your financial institution to debit your account as directed. This deduction will remain in effect until you choose to cancel giving with 15 days notice or by submitting an updated eCheck authorization form if any information changes. Your gift will appear on your bank statement automatically. Each January you will receive a statement from 350 Wisconsin showing the amount you have donated through our eCheck program during the calendar year (January - December). Save the statement for your documentation.

### CONFIRMING YOUR INTENT

Your signature is confirmation that you have made this pledge to 350 Wisconsin to support the organization's Together for the Climate Campaign. Your signature not only verifies your intent to pledge, but it also authorizes 350 Wisconsin to execute any payment instructions that you provided in the space above. This pledge agreement can be used as a collateral assignment to 350 Wisconsin and any assignee. **350 Wisconsin is exempt from federal income tax under Section 501(c)3 of the Internal Revenue Code and contributions are tax deductible to the extent allowed by law. Our IRS tax identification number is 81-0817375.** All contributions will be formally acknowledged.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please mail pledge forms and checks to:**

**350 Wisconsin**  
Attn: TFC Campaign  
PO Box 2428  
Madison, WI 53701

**For questions, please contact:**

**Stephanie Robinson,**  
**Development Director**  
[stephanie.robinson@350madison.org](mailto:stephanie.robinson@350madison.org)

