DONOR RECOGNITION PLAN OUTLINE

All campaign donors  
Recognition on the Downtown Greenway website will be provided in the following categories unless anonymity is requested.

**Donor Recognition Levels**

- **$5 Million and above**  
  Front-Runners
- **$1 Million to $4.999 Million**  
  Groundbreakers
- **$500,000 to $999,999**  
  Pathfinders
- **$250,000 to $499,999**  
  Pacesetters
- **$100,000 to $249,999**  
  Marathoners
- **$50,000 to $99,999**  
  Explorers
- **$25,000 to $49,999**  
  Cyclists
- **$10,000 to $24,999**  
  Sprinters
- **$2,500 to $9,999**  
  Joggers
- **$1,000 to $2,499**  
  Trekkers
- **$500 to $999**  
  Walkers
- **$100 to $499**  
  Strollers
- **Up to $99**  
  Connectors

**$100 and above**  
Donors of $100 or more will be listed in periodic Greenway Milestone Celebration Newspaper Advertisements in the categories noted above. The ads will be converted into permanent Milestone Celebration Plaques and displayed on the Downtown Greenway Milestone Kiosk or Marker.

**$1,000 designated for the Greenway Tree Fund**  
Donors designating $1,000 to the Tree Fund will be recognized on a Tree Plaque listing all tree donors. The plaque will be included on the Greenway Milestone Kiosk or Marker discussed above.

**$2,500 and above**  
Major donors of $2,500 or more will be recognized as members of the Downtown Greenway Trailblazers Society. Permanent and prominent recognition will be provided on the Downtown Greenway Trailblazers Society Major Donor Wall in categories listed above.

**$3,000 and above**  
Commemorative naming opportunities for spaces and items, like a benches, are available in limited quantities for donors of $3,000 or more.

**$10,000 and above designated for endowment support**  
Recognition as Founders of the Downtown Greenway Endowment Society will be offered to persons making gifts of $10,000 or more to the endowment as well as those making planned gifts of $10,000 or more. Recognition will be noted on the Trailblazers Society Major Donor Wall.
## Chart of Opportunities for Giving and Recognition

<table>
<thead>
<tr>
<th>Gift Level</th>
<th>Website Recognition</th>
<th>Milestone Ad and Plaque Recognition</th>
<th>Tree Plaque Recognition</th>
<th>Trailblazers Society Wall Recognition</th>
<th>Naming Opportunity Recognition</th>
<th>Endowment Society Founding Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to $99</td>
<td>X</td>
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<tr>
<td>$100 and above</td>
<td>X</td>
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<td>X</td>
</tr>
</tbody>
</table>

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