



**WILLIAM & MARY**

CHARTERED 1693

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## **DIRECTIVE 250**

**TITLE: Living Remembrance Tree and Bench Policy**

**EFFECTIVE DATE:** 6/17/2020

**REVISION OF:** First Edition dated 8/03/2016

### **I. Scope:**

This policy applies to all donors who wish to honor a loved one or commemorate an event at various levels of support with a plaque and a planted tree or a bench installed on the William & Mary Campus.

### **II. Purpose:**

This policy establishes general guidelines for the Living Remembrance Program. It ensures uniformity in the selection of plant material and planting/bench sites. The policy identifies critical time periods and details required to execute the program.

### **III. Policy:**

#### **A. RESPONSIBILITIES**

1. Office of Stewardship & Donor Relations, Office of University Advancement
  - a. Initial contact for the donor and relays memorial requests to Grounds & Gardens.
2. Associate Director of Grounds & Gardens
  - a. Discusses relevant issues of the program with the Director of Operations & Maintenance
  - b. Approves, with input from the Nursery Supervisor, the selection and placement of the plant material and benches.
3. Nursery Supervisor
  - a. Oversees the installation and maintenance of the memorial program.

## **B. PROCEDURES**

### **1. Memorial Trees**

- **Tree donation** – A minimum donation of \$1,250.00 is requested to establish a memorial tree. The donation covers the purchase and installation of the tree, a brass plaque with brick pad, and provides funds for future maintenance.
- **Planting Times** – The deadline to order a tree for late fall planting (November and December) is August 31<sup>st</sup> of the same year. The deadline for spring planting (late February and March) is November 30<sup>th</sup> of the previous year.
- **Tree and Site Selection** – Donors may request specific sites on campus and types of trees, but the final tree/site is selected by the Associate Director of Grounds & Gardens. Planting sites are selected to complement established landscape guidelines and avoid future University building sites and campus utilities.
- **Size of Tree** – The size is based on the species of the tree. Typical trees are from 5 to 10 feet tall. Selection of the tree is based on the shape and general health of the plant material available at the time of purchase.
- **Planting and Maintenance** – Trees are planted by an approved contractor according to specifications provided by the University. The Nursery Supervisor provides after planting care and maintenance.
- **Replacement** – Memorial trees that die within two years of being planted are replaced with no additional donation. Effort is made to replace the tree with the same species. If not available, a reasonable substitution is made. An additional donation is requested to replace the tree if it dies after two years.
- **Bronze Plaque** – The 4”x6” plaque is mounted to a brick base installed level with the ground. The text of the plaque is limited to 4-6 lines dependent upon engraver approval. The plaques are made with all capital letters due to the manufacturing process. Stewardship & Donor Relations works with the donor to submit language, and Associate Director of Grounds & Gardens is responsible for approving wording requests on plaques.
- **Tree Transplanting** – Trees that are moved because of utilities or campus construction are located as close to the site of the original planting as possible.

### **2. Memorial Benches**

- **Bench Donation** – A minimum donation of \$3,750.00 is requested to establish a memorial bench. The donation covers the cost to purchase and assemble the bench, provide a brass plaque, and provide for future maintenance costs.

- Installation Time – Bench donations are to be finalized with the donor 4 months in advance.
- Installation Site – Donors may request specific sites on campus, however, final approval for the site of the bench is provided by Associate Director of Grounds & Gardens. Sites are selected to complement established landscape guidelines, and avoid future university building sites and campus utilities.
- Bench – The bench is made of teak and purchased from the manufacturer unassembled. The bench is 6 feet in length. The style of bench is in keeping with those already on campus.
- Bronze Plaque – The plaque size used on the benches is 1.5”x3”. The text of the plaque is limited to 4 lines dependent upon engraver approval. Stewardship & Donor Relations works with the donor to submit language, and Associate Director of Grounds & Gardens is responsible for approving all working requests on plaques.
- Moving a Bench – Benches that are moved because of utility or building construction will be located as close to the original site as possible.

#### **IV. Approval, amendment, and guidance:**

This policy was approved by the Associate Vice President of Facilities Management. The Associate Director of Grounds & Gardens interprets this policy and is directed to review this policy periodically to ensure continued effectiveness.



Van Dobson, P.E.  
Associate Vice President  
Facilities Management