

# One Deerfield Volunteer Webinar 2020 - TRANSCRIPT

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Hello, and welcome to the One Deerfield volunteer webinar 2020! Thank you for taking the time to listen to this recording, which lasts approximately five minutes. We hope it provides you with a good understanding of the mission and methodology behind One Deerfield, our day of giving. If you have any additional questions, you're always welcome and encouraged to reach out to a member of our Annual Fund team, including me, Betsey Dickson, Jeannemarie Tobin, Courtney Afonso, and Kellie Houston.

### So what is One Deerfield: A Day of Giving?

It's a coordinated fundraising effort to increase participation in Deerfield's Annual Fund.

- During last year's day of giving, we raised over \$500,000 (including a generous match from an anonymous alumnus), and received gifts from 1,119 alumni, parents, and friends: the most ever received in a single day in Deerfield's history.
- This year, we'll be following a similar format:
  - The challenge will last 27 hours, from 9am Eastern on Thursday, February 27 until noon Eastern on Friday, February 28.
  - All new Annual Fund gifts (meaning from those who have yet to give this school year) will once again be matched, thanks to the generosity of an alum trustee.
  - We're also excited that this year's challenge will include text message appeals to our alumni, asking them to participate.

### And who exactly are we soliciting during One Deerfield?

Everyone--Deerfield's alumni, parents, grandparents, friends, employees, and members of the senior class--who has not already made a gift to Deerfield in the current school year.

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### And how will Deerfield solicit them?

Through emails, social media posts, and two text messages.

- Some of these communications will feature fun, incentivizing bonus periods when new gifts will unlock additional matching funds (for example: "all new gifts received in the next hour will be tripled," etc.).
- And please note: If you've already given by the day of the challenge, you will not receive the emails or the texts; but trust us that they're going out!

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### And how can people give?

By visiting the special giving page: [deerfield.edu/onedeerfield](http://deerfield.edu/onedeerfield)

- This page will contain the giving form, as well as a donor count that we will update frequently throughout the day.
- People may also give a check if they wish, as long as it's postmarked by Monday, March 2nd and "day of giving" is written on the check so we know how to allocate it.

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And of course, what is our goal?

It's simple: More donors and dollars than last year!

So now let's talk about how all our class volunteers can help make One Deerfield a success.

- Before the challenge begins on February 27:
  - You can make your own gift if you haven't yet done so this school year (and just as a note: only 35% of our class agents have given so far, so we want to get that up to 100%!). Remember that your gift **will be matched** and included in the donor count even if we receive it before February 27 as long as you make it using the One Deerfield link, which again is [deerfield.edu/onedeerfield](http://deerfield.edu/onedeerfield). (that's o-n-e deerfield)
  - You can also help us by accepting the calendar invitation we emailed you recently.
  - You can spread the word on social media.
  - And you can review your class' list, which you will receive from a member of our team next week, and assign each classmate to your team of class agents.
- Once the challenge kicks off on February 27, we would be so grateful if you could
  - Reach out to those classmates on your list through email, phone, and/or social media, whatever you prefer, and ask them to participate with a gift
  - And continue to spread the word on social media, including:
    - Sharing and "liking" Deerfield's posts
    - Joining and sharing the Facebook event page
    - And utilizing the One Deerfield Facebook frame
  - Again, if you have questions during the challenge, remember to reach out to your assigned Deerfield staff member.

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So now you're probably wondering, how is our team here at Deerfield going to support you during all your outreach?

- First, we've created a simple volunteer tool kit, which we've sent to you in a separate email. This tool kit provides more details on how to help spread the word, including how to participate in our social media efforts. It will also contain an email template to simplify your outreach, if that makes things easier for you!

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- Next, as was previously mentioned, we will send you a list showing your classmates who haven't given yet this school year.
  - If you're in the Classes of 1946-1953 or 2003-2019, you will receive this list in an email from Courtney Afonso.
  - If you're in the Classes of 1954-1967 or 1993-2002, you will receive this list in an email from Betsey Dickson.

- And if you're in the Classes of 1968-1992, you will receive this list in an email from Kellie Houston.
- These emails will contain more details on how to read and prioritize the lists.
- During the challenge, you will also receive updates on who from your class has given. If you're able, we encourage you to thank them!
- If you have questions during One Deerfield, members of our team will be available via phone or email between 8am and 9pm Eastern on Thursday, February 27, and between 7am and 5pm Eastern on Friday, February 28.

And that's it! If you have any further questions, please don't hesitate to reach out to us. Thank you in advance for all your enthusiasm and support. With your invaluable help, One Deerfield will be a success for the third year in a row!