

ONE DEERFIELD: UNITED

PLEASE JOIN US FOR A DAY OF GIVING: MARCH 4, 2021

Thank you for volunteering for [One Deerfield: United](#)! We are deeply grateful to have your **enthusiasm, time, and support** in making Deerfield's fourth day of giving a success. On this page, you will find a range of resources to help in your outreach.

One Deerfield: United

When: Thursday, March 4-Friday, March 5, 2021

Who: We're asking members of the Deerfield community—alumni, families, friends, employees, and members of the Class of 2021 who haven't yet given to Deerfield this school year—to unite and make a gift to Deerfield's Annual Fund

Goal: 1,170 donations, one for each student, teacher, and staff member of the Deerfield community

Match: All new Annual Fund donations will be matched thanks to a generous commitment from a group of alumni

Giving link: <http://deerfield.edu/onedeerfield>

How you can help

Become a GiveCampus Advocate

Make an impact by encouraging your classmates, family, and friends to support [One Deerfield: United](#) on GiveCampus!

It's easy. Here's how:

<p> Create an Account (or log in if you already have one)</p> <p>We can only celebrate your hard work if we're able to tell it's you! And we do that by tracking outreach done when you're logged in to GiveCampus.</p>	<p> Consider Your Own Gift</p> <p>Lead by example and make your own gift early. It's much easier to ask your friends and family to join you in making a gift when you've already done it yourself!</p>	<p> Offer a Match (or Challenge)</p> <p>Leverage your gift and encourage others to give via a match or challenge. Restrict these by class year, affiliation, or to a list of emails.</p>
<p>Head to givecampus.com and click 'Log In' at the top of the page. Create an account from there!</p>	<p> Share, Share, Share!</p> <p>The built-in sharing buttons on the One Deerfield: United page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!</p>	<p> Tell Your Story</p> <p>A Personal Plea is a quick video in which you tell your community why you're excited about the campaign and why others should get involved. Keep it simple and fun!</p>

Join the GiveCampus Advocate Webinar

When: Friday, March 26, 2021 @ 2:00 pm EST

Location: You can join this meeting from your computer, tablet, or smartphone.

<https://givecampus.zoom.us/j/91861140956>

You can also dial in using your phone.

US: +1 669 900 6833, +1 929 205 6099, +1 253 215 8782, +1 301 715 8592, +1 312 626 6799, +1 346 248 7799

Meeting ID: 918-611-40956

Find your local number: <https://givecampus.zoom.us/u/alnlxBcr4>

Sample email to classmates who have not made a gift

You're welcome to use the email below when reaching out to your classmates!

Dear [classmates/name of classmate],

Deerfield is celebrating a day of giving, One Deerfield: United, from Thursday, March 4 to Friday, March 5. Help our class show our support by making a gift today.

Check out our class giving on the leaderboard and participate in a match. Don't miss this opportunity to increase the impact of your gift!

Once again, let's reflect on all those Deerfield traditions we remember so well—sit-down meals, Choate Day, school meetings, and many more—and help sustain them for current DA students. Make your gift now at <https://deerfield.edu/onedeerfield>.

Thanks for joining us with your support!

Sincerely,
[Name]

Social Media

Help us spread the word by sharing One Deerfield across your social media accounts and engage with Deerfield's posts.

Facebook: <https://facebook.com/deerfieldacademy/>

Instagram: <https://instagram.com/deerfieldacademy/>

Twitter: <https://twitter.com/deerfield>

One Deerfield: United page on GiveCampus: <http://deerfield.edu/onedeerfield>

Hashtag

Be sure to use the hashtag #onedeerfield on all social media posts. When you use #onedeerfield, we can see all posts, tweets, photos and videos related to One Deerfield: United.

Sample posts for social media

- Support One Deerfield: United! #onedeerfield <http://deerfield.edu/onedeerfield>
- My favorite Deerfield tradition is (fill in the blank) #onedeerfield <http://deerfield.edu/onedeerfield>
- Share a throwback photo from your time at Deerfield #onedeerfield #tbt
- Post a selfie in your Deerfield green. Support #onedeerfield at <http://deerfield.edu/onedeerfield>
- Post a Story about One Deerfield, tagging DA friends and classmates

Social media graphics: Save the image and upload to social media as a profile image, cover photo, or post.



Zoom background: Represent Deerfield in your Zoom meetings.



Questions?

Reach out to your assigned Annual Fund member.

Classes 2021-2003	Classes 2002-1993	Classes 1992-1975	Classes 1974-1970	Classes 1969-1942
Courtney Afonso	Betsey Dickson	Kellie Houston	Casey Vollinger	Jeannemarie Tobin
cafonso@deerfield.edu	edickson@deerfield.edu	khouston@deerfield.edu	cvollinger@deerfield.edu	jtobin@deerfield.edu