



Thank you for volunteering for **One Deerfield: Let's Celebrate!** We are deeply grateful to have your **enthusiasm, time, and support** in making Deerfield's fifth Day of Giving a success. On this page, you will find a range of resources to help in your outreach.

One Deerfield: Let's Celebrate!

When: Tuesday, March 1, 2022 *(online gifts will be accepted until 11:59pm on Wednesday, March 2; mailed gifts with postmarks no later than March 2)

Who: We're asking members of the Deerfield community—who haven't yet given to Deerfield this school year—to make a gift in honor of the 225th birthday.

Goal: 1,225 donors

Match: There will be many opportunities to match your gift through the day!

Giving link: <http://deerfield.edu/da225>

How you can help:

Become a GiveCampus Advocate

Make an impact by encouraging your classmates, family, and friends to support One Deerfield 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 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>

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],

On March 1, Deerfield is celebrating its 225th anniversary with a day of giving!

Please help our class show its support by making a gift at deerfield.edu/da225. You can follow our class participation on the leaderboard, see what other classes are up to, and watch for exciting opportunities to have your gift matched.

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.

Thanks for joining us! Go Big Green!

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: Let's Celebrate! page on GiveCampus: <http://deerfield.edu/da225>

Hashtag

Be sure to use the hashtag #da225 on all social media posts. When you use #da225 we can see all posts, tweets, photos and videos related to One Deerfield: Let's Celebrate!

Sample posts for social media

- Happy 225th Birthday, Deerfield! #da225 <http://deerfield.edu/da225>
- Share a throwback photo from your time at Deerfield #da225
- Post a selfie in your Deerfield green. Support #da225 at <http://deerfield.edu/da225>
- Post a Story about 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 Team member.

Classes 1993-2021	Classes 1973-1992	Classes 1970-1972	Classes 1942-1969
Betsey Dickson edickson@deerfield.edu	Kellie Houston khouston@deerfield.edu	Casey Vollinger cvollinger@deerfield.edu	Jeannemarie Tobin jtobin@deerfield.edu