



## Volunteer Roles and Responsibilities

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### YOUR ROLE AS A CLASS VOLUNTEER

As a volunteer, you are the face of the Deerfield Fund to your classmates. The Fund is the Academy's top philanthropic priority each year, and its success stems directly from your volunteer efforts. Volunteer engagement with the broader alumni community is one of the most effective ways to increase alumni participation and overall giving. But being a volunteer for the Deerfield Fund is about more than simply raising money. Your belief in Deerfield, in the friendships forged during your Deerfield Days, and in the relationships nurtured in the years since carries us forward. Your work builds the culture of connection, joy, and reciprocity that lies at the heart of the Deerfield Experience.

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### YOUR RESPONSIBILITIES

Lead by example, and make your own gift or pledge to the Deerfield Fund in the fall. If you're able, stretch your giving during Reunion years.

Partner with your fellow volunteers and Deerfield Fund staff to set and meet annual class fundraising goals for dollars and participation.

Commit to calling, emailing, and/or texting classmates in December, February, and June to capitalize on calendar, Day of Giving, and fiscal-year deadlines. If celebrating a Reunion, make a similar outreach effort in the weeks before Reunions Weekend.

Divide the class list with your fellow volunteers for personal outreach. We provide class lists that can be divided geographically, alphabetically, or by other criteria.

Personally thank classmates for their gifts by phone, email, social media, and/or handwritten notes. Public expressions of gratitude through group texts, emails, or social media are especially powerful in building camaraderie and increasing giving participation.

Cultivate a robust sense of community by encouraging strong connections among classmates, the Academy, and the wider alumni body. Communicate with classmates about things other than giving, such as school updates and announcements, Deerfield-hosted events, or informal gatherings hosted by you or your classmates.

Consider writing a class fundraising letter during a Reunion year. Use our templates or write from scratch. Your Deerfield Fund representative will help along the way, including with mailing.

Review regular email updates sent by the Deerfield Fund to all volunteers.

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## COMMUNICATION TIPS

Have fun, be positive, and let your enthusiasm lead the way.

Plan and practice what you will say or write before reaching out to a classmate. Think about the reasons why you give and why you believe it is important to give.

Personalize your communication.

Vary your approach. Sometimes, earnest appeals to shared memories work. At other times, humor is the most effective approach. In still other contexts, class competition and pride will carry the day.

Acknowledge a classmate's prior giving and/or involvement with Deerfield and say, "thank you."

Verify or obtain an email address, a cell phone number, and a mailing address for each classmate you contact.

Focus on **participation**. Remember: gifts of any size make a big difference.

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## FREQUENTLY ASKED QUESTIONS (AND ANSWERS!)

### *Does my gift really make a difference?*

- ☞ Yes! Every donation, no matter the size, makes a difference—and strengthens the culture of giving that sustains the Academy's success.
- ☞ A gift symbolizes your attachment to and appreciation of your Deerfield Days.
- ☞ Consistent annual giving provides Deerfield with regular, dependable revenue, just like the endowment and tuition.

### *With its substantial endowment and tuition revenue, why does Deerfield need more money?*

- ☞ The Academy has three sources of annual income: tuition, earnings from the endowment, and gifts. Tuition and endowment together cover only a portion of the cost of educating a Deerfield student. The rest comes from gifts made by alumni, families, and friends of the Academy.
- ☞ Gifts to the Deerfield Fund and directed annual support account for roughly 10% of Deerfield's operating budget each year. Put plainly, Deerfield could not operate without the generosity of its alumni, families, and friends.
- ☞ When you give to the Deerfield Fund, you make an immediate, direct impact on the experience of today's students. That's because Deerfield Fund dollars are unrestricted, giving the Academy the flexibility to respond to new opportunities and unforeseen challenges.



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## VOLUNTEER CONFIDENTIALITY GUIDELINES

During your volunteer work, you'll have occasional access to private information about the Academy's donors. We ask that all Deerfield volunteers follow the guidelines below to protect you and all members of the Deerfield community against unauthorized use or disclosure of personal data, including email and postal addresses, phone numbers, and giving histories. Your compliance with this policy will ensure the privacy of Deerfield alumni, family, and friends is honored and protected.

1. Please handle any confidential information responsibly and discreetly, and respect your fellow alumni's right to privacy.
2. The information provided to you for your volunteer work is for Deerfield-related purposes only and may not be used for other commercial, political, philanthropic, or personal advocacy or solicitations of any kind.
3. Please do not share or permit access to this confidential information with any person or organization unless Deerfield authorizes it in advance.
4. Please do not alter, copy, duplicate, reproduce, store in a retrieval system, or transmit this data in any form or by any means unless authorized in advance by Deerfield to do so.
5. Please promptly dispose of or return any data no longer needed for your volunteer work to Deerfield. Disposal must be secure and unrecoverable (shred physical copies or erase/delete any data in an electronic format).

