

DAY OF GIVING CAPTAINS:

LEAD THE WAY!



SEIZE THE DAY!

WHY THIS ROLE MATTERS

Deerfield's annual Day of Giving is a cornerstone of our fundraising strategy. Last school year, 30% of all alumni donor participation came from this event. What makes Day of Giving work? Volunteer energy and enthusiasm. Day of Giving Captains rally their classmates in ways DA staff simply can't, creating momentum and pride that drive results. And with Deerfield's support and resources, captains can make a big impact in a compact timeframe.

RESPONSIBILITIES

As a Day of Giving Captain, you will:

- ▶ Lead your class's participation efforts during the Day of Giving campaign.
- ▶ Reach out to classmates (with guidance and resources from Deerfield staff) to encourage gifts.
- ▶ Answer classmates' questions about giving and the event.
- ▶ Thank classmates for their gifts.
- ▶ As needed, sign letters/submit video content for other groups of alumni (outside of your own class).

TIMELINE

Day of Giving Captains will be active from January–early March, 2026.

- ▶ Late January: Orientation Zoom call with Deerfield staff
- ▶ February 1-25: Outreach during "Early" phase
- ▶ February 26-27: Outreach during "Day of" phase
- ▶ Early March: Final notes of thanks

THE DEERFIELD FUND

