



BECOME AN ADVOCATE FOR WHAT MATTERS: more than ever the Annual Fund is crucial to the LFSF.

### **The role of the Annual Fund Advocate**

It is to inform, motivate, and encourage parents to donate to the Annual Fund to the best of their ability. The Advocate is fully supported by their Annual Fund chair and the Department of Advancement.

### **The Annual Fund Chair**

- Helps recruit advocates,
- Hosts or attends the orientation session for advocates
- Follows progress by checking the Advocates' Google sheets regularly
- Motivates and supports advocates with regular contact.
- Participates in the Sidewalk campaign & phone-a-thons and end of year wrap-up.

### **Why is it important to have Annual Fund Advocates?**

We rely on the relations you weave with the parents of your class. You know them and can be sensitive to their situation and convey to them the function and importance of the Annual Fund.

### **What does an Annual Fund Advocate do?**

- The Advocate educates themselves on the purpose of the Annual Fund, by attending the informational meeting led by the Advancement Department and accessing supporting material. This empowers the Advocates to speak to peers factually and with conviction on the matter.
- The Advocate talks and sends emails to the parents of their class. (Sample emails with key information are pre-drafted by Advancement and can be personalized).
- The Advocate uses a google spreadsheet prepared and shared by the Advancement as their primary tracking tool (date of contact, comments). Advancement updates this spreadsheet to indicate when a donation is received. The class participation graph is based on these.
- The Advocate can acknowledge the gift by email. The Head of School and Advancement each send separate thank you letters.

### **When will I be needed & What is the time commitment?**

- The Chair 10 hours and Advocates 6 to 8 hours over course of year.
  - o **September (30 minutes)** Zoom Orientation meeting date & time TBD
  - o **September to December & a follow up in Spring 4 to 6 hours total** emails & calls
  - o **October 3, 4, or 5, 8 am to 8:30 (30 minutes)** at least one of the Sidewalk Campaign morning drop-offs on your campus, *depending on Shelter in Place health orders*;
  - o **November 11, 6 pm to 8 pm (2 hours)** Participate in the phone-a-thon

If you have any questions or would like more information, please contact Nathalie Hautavoine, Director of Advancement directly.

Thank you in advance. Volunteers are key to the success of the school.